New HOMES for TODAY

REMODELING
INTERIORS

DUPLEXES
RANCH HOUSES

$2.00

154

NEW HOMES FOR TODAY

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GIFT OF CHRISTOPHER GRAY.

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Two items for consideration face the homebuilder of today which did not confront the homebuilder of yesterday. One: higher building costs; Two: The necessity of reducing household labor to the minimum. The former can be done by skillful planning, the latter by the intelligent use of present labor-saving devices. One machine can do the work of several servants.

Most homes are divided into three principal zones: One: the sleeping zone; Two: the domestic work zone; Three: the social activity zone. There is no set formula for planning a home. No stock plan will fit every family or every piece of property. But many separate plans can be put together to fill your family needs and to create a beautiful and livable home. Beware, however, of making the home too personal as to design. The highly individualized house may not have a good resale value. Avoid having the living room windows face toward the north only as this would mean that the room would receive very little direct sunlight during the entire year. If the main exposure is north, plan for a side-window facing east as this exposure provides sun in the morning and shade in the late afternoon.

SHALL WE HAVE A ONE OR A TWO STORY HOME?

There is very little difference in cost between a one and two story house. Where the foundation and roof are cheaper in the two story home, this is offset by the elimination of the stairs and various utilities which must be carried upstairs in the two story home.

The practical argument in favor of one story living is the elimination of stair climbing. If your lot is too small in area to give you the size house you want in a one story structure, you have your choice between a story and a half, wherein the bedrooms are partially hidden in the roof with dormer windows, or of the full two story home. In the modern style of design where the roof pitch is very flat, the story and a half type is varied by building part of the house one story and setting the bedrooms back so that the street front retains the low line of the one story home. This is very practical and effective.

Basements are losing their popularity. The new heating systems are condensed and quiet, and they are certainly more accessible on the first floor. A room added to the garage will give ample storage space, eliminating the need for a basement.

The trend today is to buy ground farther from the city where lots are larger. This added area permits space for family activities and creates a more interesting neighborhood with varied setbacks and ample space for plantings. There is also the matter of added privacy.

THE LIVING ROOM

Home planning usually starts around the living room, especially where sunlight and view are concerned. Kitchen and service quarters fall heir to the least desirable location and other rooms fill in between. Today's living room is friendly and informal. It invites you to sit in any chair and its fabrics are coarse-woven and colorful. This same treatment applies to walls and ceilings, which should be a non-shiny texture. Wood, when properly finished, is the most friendly material for walls and ceilings. The fireplace at one time commanded the most important wall in the living room and all the important pieces of furniture were grouped around it. But with today's scientific heating plants, with the accent placed on indoor-outdoor planning, the fireplace is now only a co-feature.

In today's plan the seating is often arranged so that one may face the view window with the fireplace on the side. The tendency is toward large window areas opening onto a rear garden or terrace.

RUMPUS ROOM AND OUTDOOR LIVING ROOM

Whether the living room as we now know it is to be replaced by the rumpus room depends upon our willingness to break down the formality of the traditional living room. The room which opens onto the garden porch is now the heart of the social activity zone. Here we find all manner of game equipment, a refreshment bar, motion picture projection equipment and even such gadgets as an electric corn popper and a sandwich grill. In an alcove adjoining we will find not only the most comfortable chairs in the house but also bookshelf-lined walls, a telephone and the radio. The once proud living room will then either become a sitting room of doubtful use or will disappear entirely.

THE KITCHEN

A step-saving kitchen is the dream of every housewife and with the rapid progress being made in prefabrication one should be able to select a complete kitchen from a catalog, where you will be able to choose your favorite color combination with accessories to match.

BEDROOMS AND CLOSETS

Dressing rooms lined with wardrobes were a long step ahead of the old fashioned closet but even these are dated and beginning to lose ground. The bedroom has become a combination sleeping, dressing, and sitting room with books, radio and lounging chairs instead of the traditional five piece bedroom suite. Often an entire wall is devoted to wardrobes, with compartments and built-ins designed for the storage of various articles. Revolving clothes hangers which hold fifty garments will be recessed in a forty-four inch square space. Another surprise will be a concealed dressing table in the wardrobe. When you open a pair of doors, mirrored on the inside, this dressing table will light up so that the toilet articles are visible only when the dressing table is in use. Such a bedroom can be transformed quickly into a sitting room or study, even the bed could be recessed in an alcove if desired. This is an example of the multi-purpose room.

HEATING AND AIR CONDITIONING

The climate inside a home today can be regulated at the press of a button. The house planner does not need to build for any particular weather condition. Many new methods of heating are being developed. One method is to embed pipes in the floor and circulate hot water or steam thru them which warms the floor first instead of the ceiling. Another system places heating units behind hollow baseboards. This generates even heat around the entire room, as the heat comes thru perforations at the top of the baseboard. Then there is the circulating system which blows either hot or cold air into the room thru grilles in the wall. In either system the fuel can be gas, oil or electricity.

EXTERIORS

The new homes will have simpler lines depending more upon good proportion and pleasing color schemes rather than upon ornamentation and intricate detail. Many people say they would like a modern home if it did not have a flat roof, pointing out that a home should not resemble an office or factory, most of which have flat roofs. On the other hand, they like the features of the modern homes such as the large windows, simplicity of plan and sleek streamlined appearance. It is possible to break the straight lines of a flat roof and yet retain all the things they like in the modern design as is illustrated in many plans in this book. Many things can be done, too, with the exterior facing of the walls, roof materials and color combinations.

REMODELING

In remodeling, as in building, one must have a plan to follow. One should also prepare a complete budget, even though it is a one or two year program. Then when the entire job is finished it will be a cohesive ensemble rather than a hit-and-miss contraption like so many haphazardly remodeled homes.

The first face-lifting chore in remodeling is to replace the front porch with a smart entrance canope. These can be purchased ready-to-install from many of the larger lumber dealers. A porte cochere over the driveway is also effective but the greatest change of all takes place when the old roof is removed and replaced by a lower pitched roof with simplified lines. Enlarging windows and adding bay windows is also extremely effective.

Structural changes in the interior such as removing partitions and enlarging rooms are expensive. But often when ceilings are high, wood beams can replace partitions and the new ceiling made lower to cover this construction. If possible, plan to make the living room accessible to the garden. This can sometimes be accomplished by converting the intervening room into a rumpus room or alcove off the living room, and the addition of a garden porch or terrace will help tie the house and garden together.

The adding of new wardrobes and closets, placing two rows of clothes poles, one above the other, hanging coats on the top pole and trousers on the lower one, will double the closet accommodations.

Old plumbing is a constant source of annoyance. It might be wise to consider

new fixtures for the kitchen and bath, at the same time tearing out the old kitchen cupboards and replacing them with shiny new prefabricated cupboards, ready to install.

Restyling the interior calls for less detail. Here again, you can buy an assembled mantlepiece which will add the modern touch to the ancient fireplace. But probably the most startling results will be achieved by the installation of the large window areas which always create a beautiful and cheerful room.

HOW TO FURNISH YOUR HOME

While we may retain much of the exterior charm of the period house, today's trend in interior decoration is to furnish the main rooms of the house with pieces that harmonize with the newer plain backgrounds, new fabrics and modern accessories. Color schemes for informal rooms should use clear colors conservatively. Dead white and ivory for walls, should be avoided. Personal preference in the predominating color may be stressed if one takes into consideration the lighting of the room. Delicate, restful colors should be used in bedrooms, with merely a hint of the stronger hues. In breakfast rooms and play rooms colors may be bright and strong. Rich colors, but somewhat muted, are the trend in living room and den. Naturally, the selection of the color scheme for each room depends a great deal upon the furniture to be used.

Three or four general principles must be observed in decorating. The first is balance, which means not only that the furniture must be well distributed in a room, but that the color, design and even the textures of the materials used must be so distributed that there is a sense of restfulness and harmony.

It is important in a living room or den to have the seating arranged so that small groups may be seated without moving chairs around. The furniture should always be plotted on the preliminary house plans so that one knows just where the articles will be placed. If necessary to achieve your effect, this is the time to move the location of that door or window. This does not mean that all furniture has to be placed against walls. There are newer ways, particularly the arranging of furniture in groups. Be sure passageway is left thru the room so that one may move freely from one room to another.

DO'S AND DON'TS IN FURNISHING

Always use plain draperies with large figured wall paper, along with a plain or inconspicuous over-all pattern rug. With plain walls and a plain carpet, floral draperies and figured upholstery may be used. Antiques can be mixed with modern pieces, but it is a job for the expert rather than the amateur decorator. Avoid placing all the heavy pieces of furniture at one end of the room, neither should all the color be massed in one place. Don't overcrowd rooms. Keep your pieces in scale: a large chair must have a large table. Large, straight pieces of furniture should never be placed across the corner of a room, but either against the walls or at right angles to them. Don't get furniture too large for the room.

SELECTING YOUR SITE

In the selection of a piece of property for a home site, one must consider the proximity to schools, shopping centers and public transportation service. Be sure that the contour of the ground is such that surface rain water from adjoining property does not run toward your house. It always makes for a more pleasant living arrangement if one can select a site which will allow for sunshine in the garden and breakfast room in the morning and shade for the porch and garden in the afternoon.

Before buying a homesite the assessment situation, both present and future, should be carefully investigated. Determine whether sewer and other public utilities have been made available to the property.

Location on a minor street is preferable rather than on a major or heavily traveled highway. It is easy to modernize your home when it becomes outmoded, but it is very difficult to modernize a neighborhood, so in selecting your site, look for a pleasant and progressive neighborhood.

CAN WE AFFORD AN ARCHITECT?

Whenever the subject of homebuilding is discussed, one question almost invariably will arise: "Can we afford an architect?" To this question there is only one answer: "You cannot afford to build a home without an architect." This may seem a broad statement, but the acceptance of this truism will save the home builder many hours of regret in the future and many dollars of wasted expenditure in the present. There are dozens of considerations to be taken into account *at the outset* if one is to realize the ultimate pleasure of living in his home. The average family *builds* but *one home*. The average architect has built hundreds and is fortified by this experience to lead you away from many natural pitfalls awaiting the one-time builder. The conscientious architect will employ every money-saving device he knows without the sacrifice of ultimate and lasting beauty and utility

DO'S AND DON'TS IN BUILDING

Do arrange the rooms so that passage may be made from one part of the house to another without the necessity of going through the living room or past a living room door.

Don't plan the entrance door to expose all of the living room every time the door is opened.

Do plan plenty of closet space and arrange the space for the greatest utility.

Do plan floor, door and window space for twin beds.

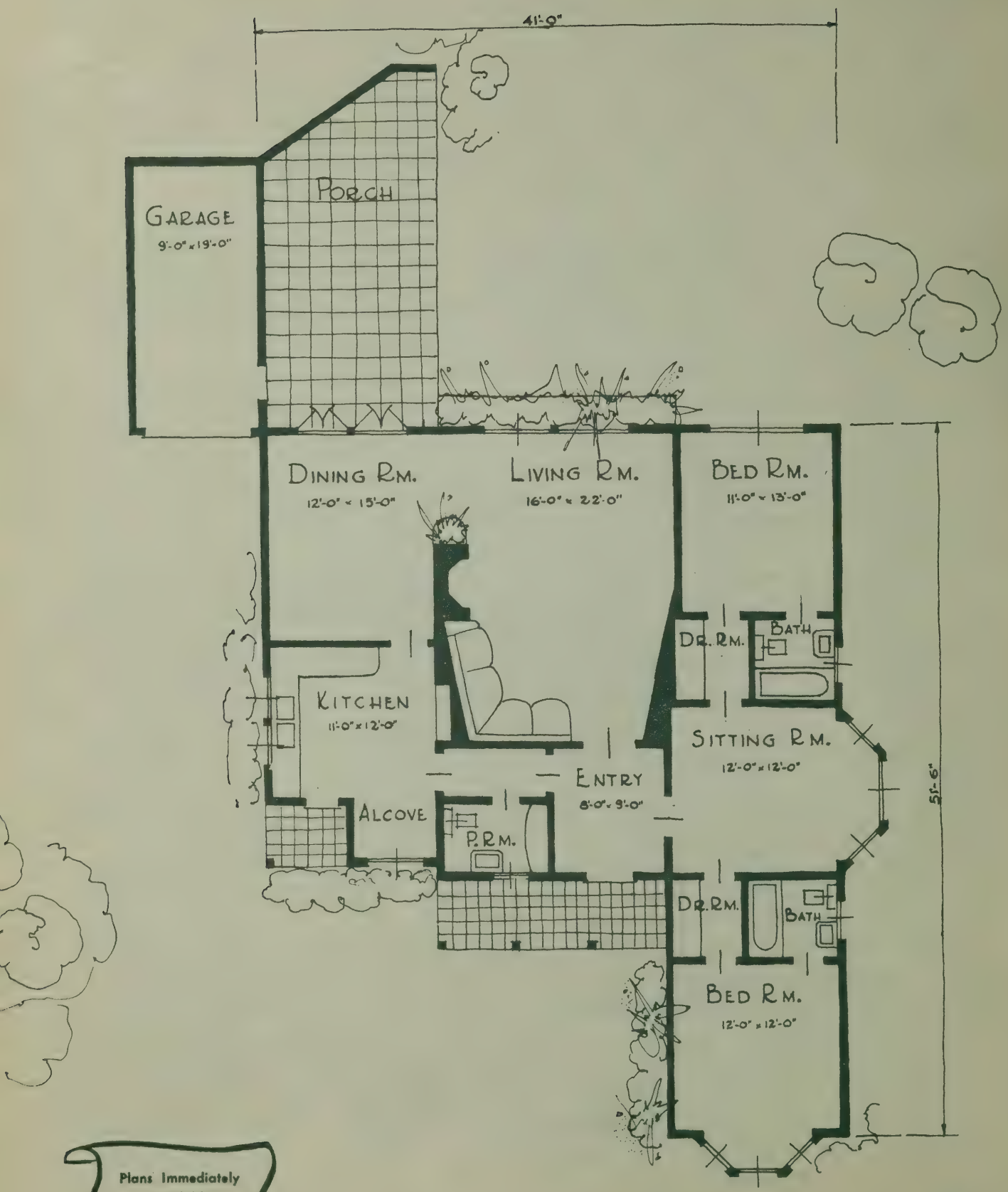
Don't practice false economy in such permanent and necessary installations as the plumbing.

Do plan the correct exposures for each room.

Don't install fireplaces as a matter of convenience but with full consideration to position for "draw."

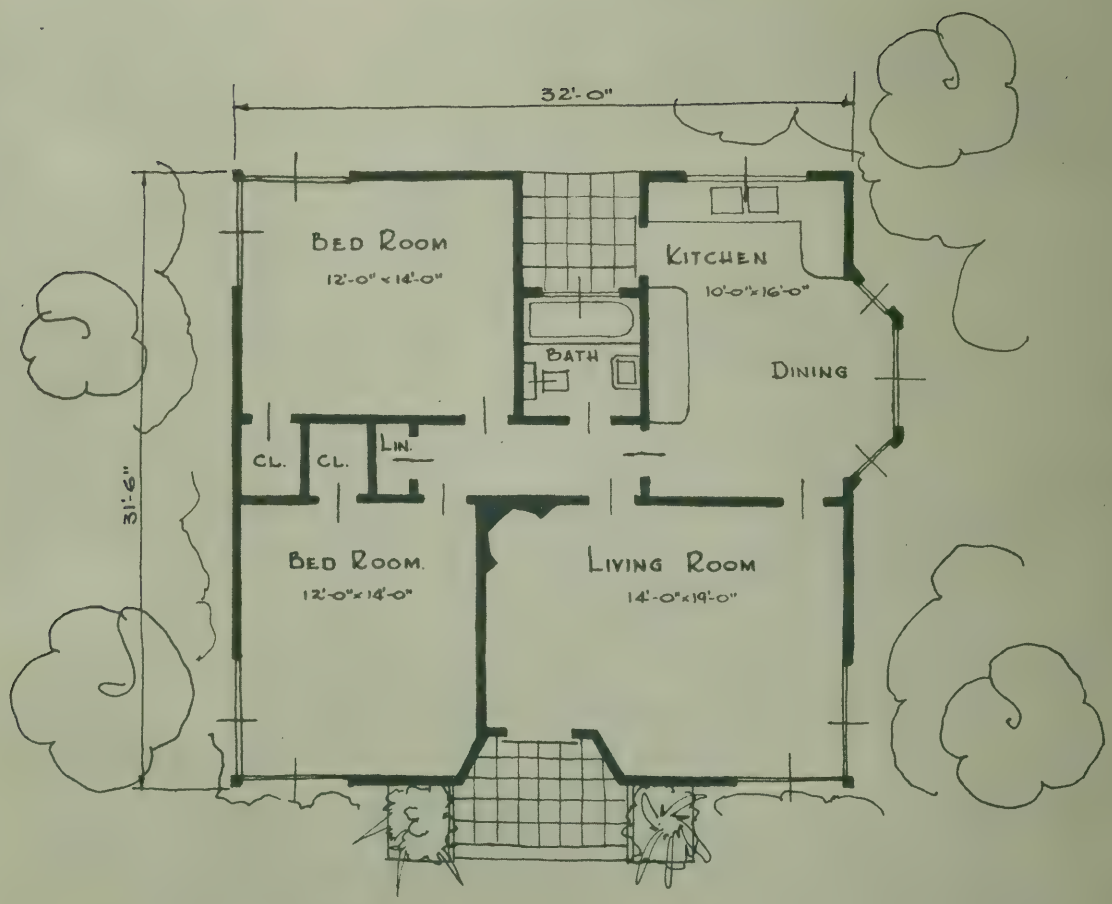
Do provide for future additions without drastic and expensive alterations or unnatural changes to the original elevation.

Do provide in the original plans enough conveniently located electric outlets to meet any occasion.


41'-0"
GARAGE
9'-0" x 19'-0"
PORCH
DINING RM.
12'-0" x 15'-0"
LIVING RM.
16'-0" x 22'-0"
BED RM.
11'-0" x 13'-0"
DR. RM.
BATH
KITCHEN
11'-0" x 12'-0"
SITTING RM.
12'-0" x 12'-0"
ENTRY
8'-0" x 9'-0"
ALCOVE
P. RM.
51'-6"
DR. RM.
BATH
BED RM.
12'-0" x 12'-0"
Plans Immediately Available
1880 Sq. Ft.

"THE NEW HAVEN"

This country home combines the historic charm of the colonial with modern planning. This is one of those interiors where you expect to see bright colored chintz sofas and draperies against a soft blue or green background, and the garden porch with yellow and white striped canvas furniture against a green painted wall and ceiling. The plan is very practical, especially the accessibility of the kitchen to the various rooms. The sitting room can either be the spare guest room or the den. The living and dining rooms are the semi-open plan which is modern without being exotic. The exterior walls are wood siding except the porch wall which is whitewashed veneered brick.



Plans Immediately Available

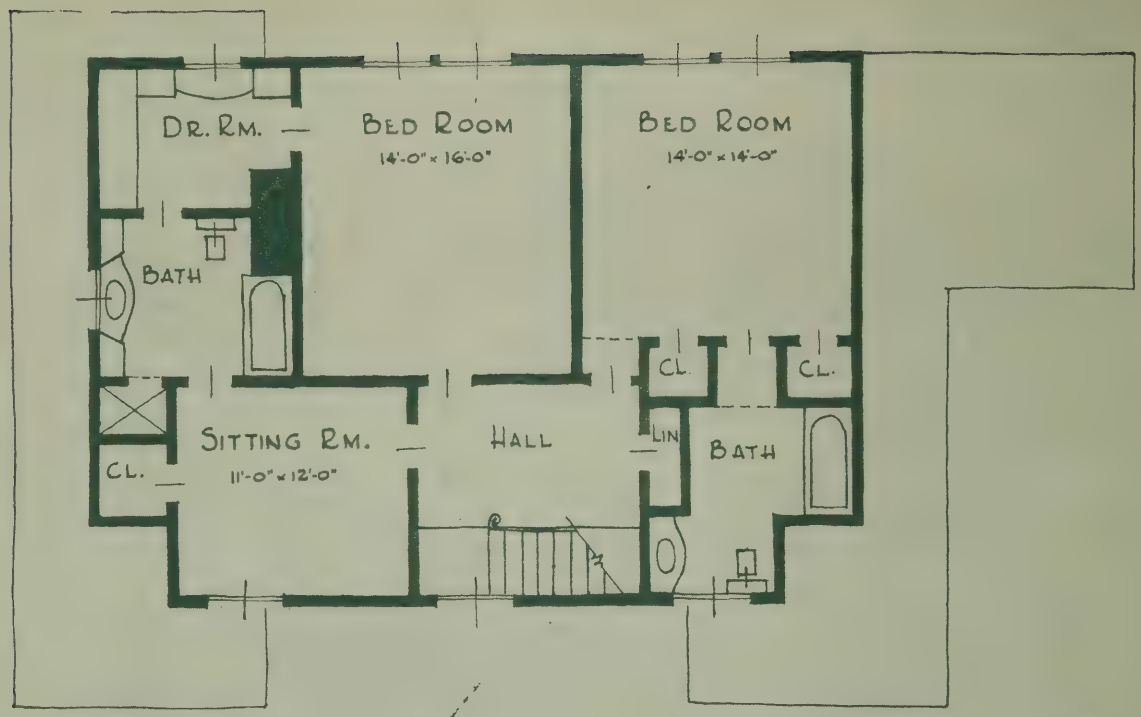
HOUSE	950
½ PORCHES	40
	990 SQ. FT.

"THE VETERAN"

The average "Dream Home" is getting smaller each day principally because building costs are higher and the experts say you should not spend more than twice your yearly income for a new home. Fortunately, there is no rule that says good taste is governed by income. This home is influenced by cost and is reminiscent of what the war hero saw during his various stops around the world.

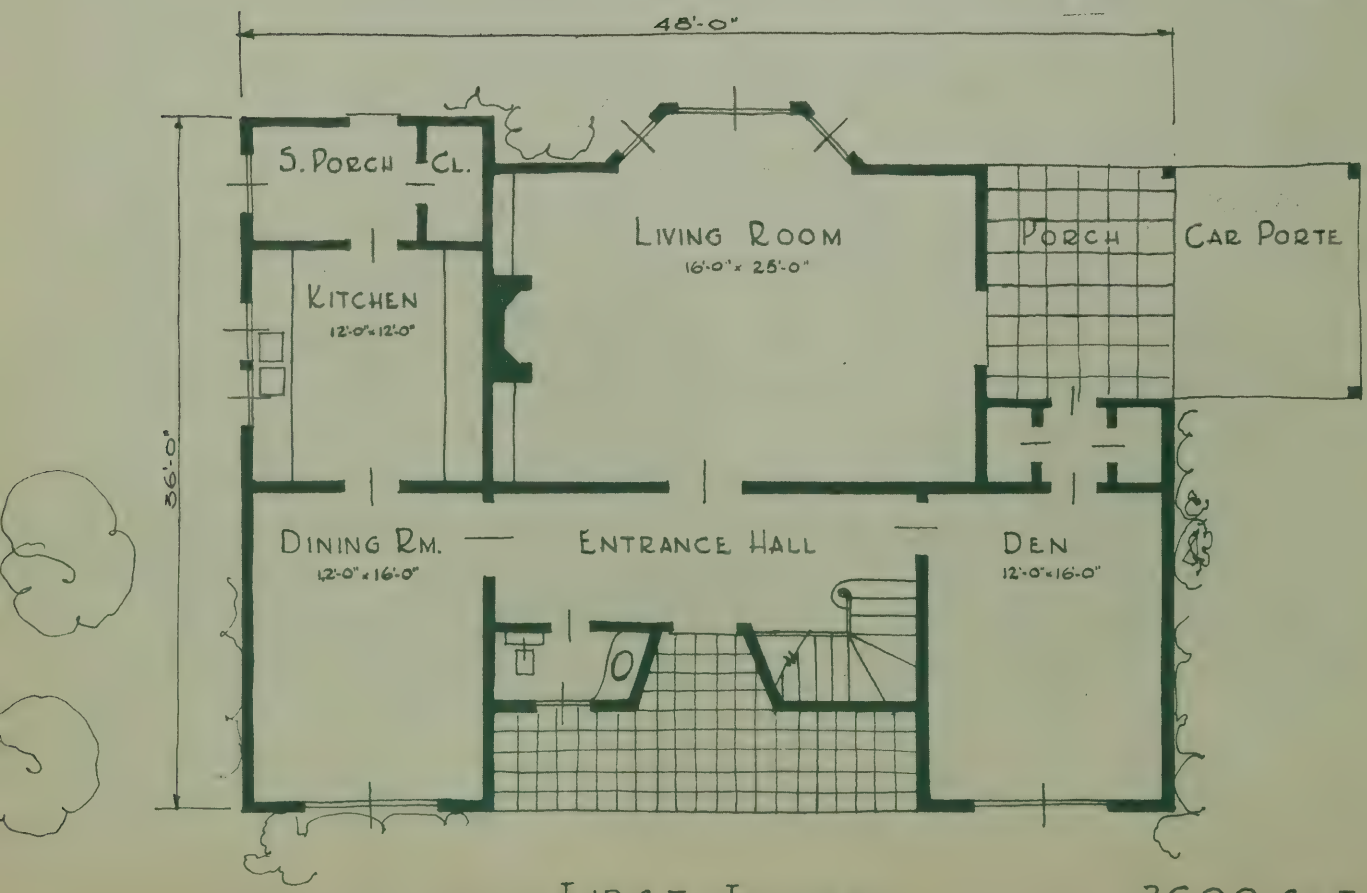
The plan is very compact with a large leisure room and breakfast bar. The walls in the living room are covered with grass cloth, the ceiling is wood, painted coffee color. The windows are covered on the outside with "jalousies", an adjustable shutter-awning, and the lattice detail at either side of the entrance has a definite South Pacific influence.

This house would be attractive with a rich brown dado, white walls and roof and a yellow doorway. Then, to complete the picture, yellow marguerites should be planted along the front.



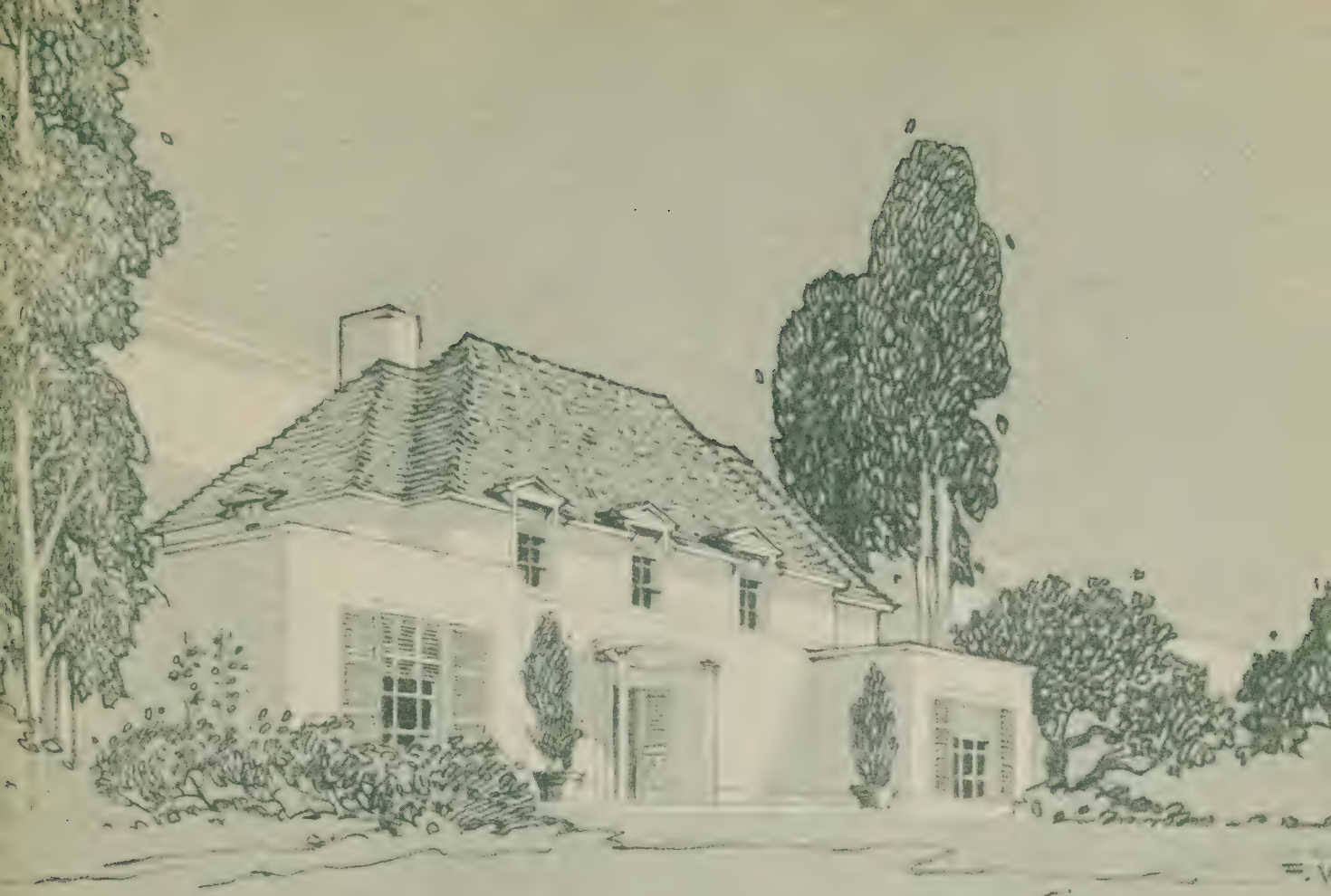
SECOND FLOOR

Plans Immediately Available



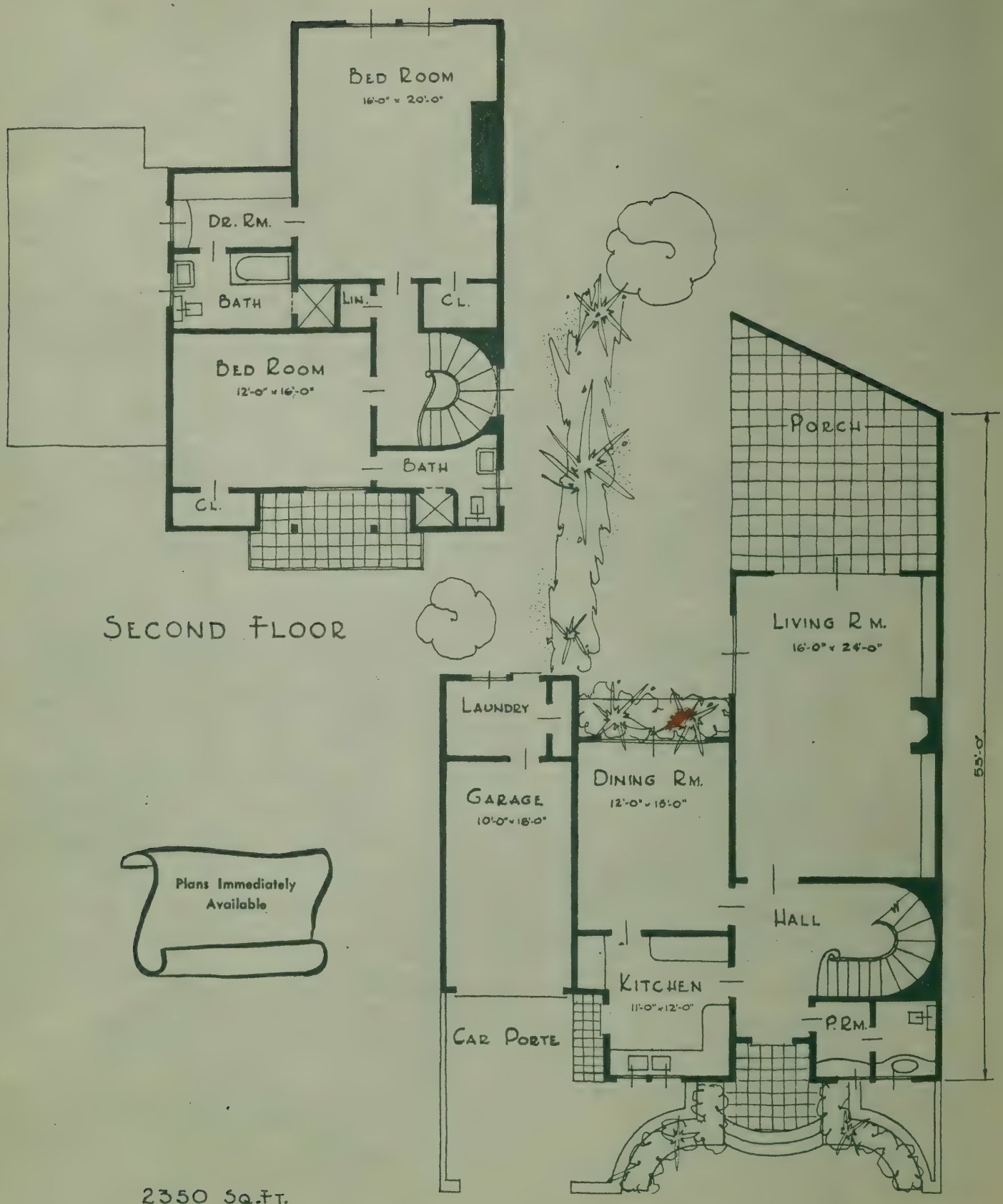
FIRST FLOOR

2600 SQ. FT.



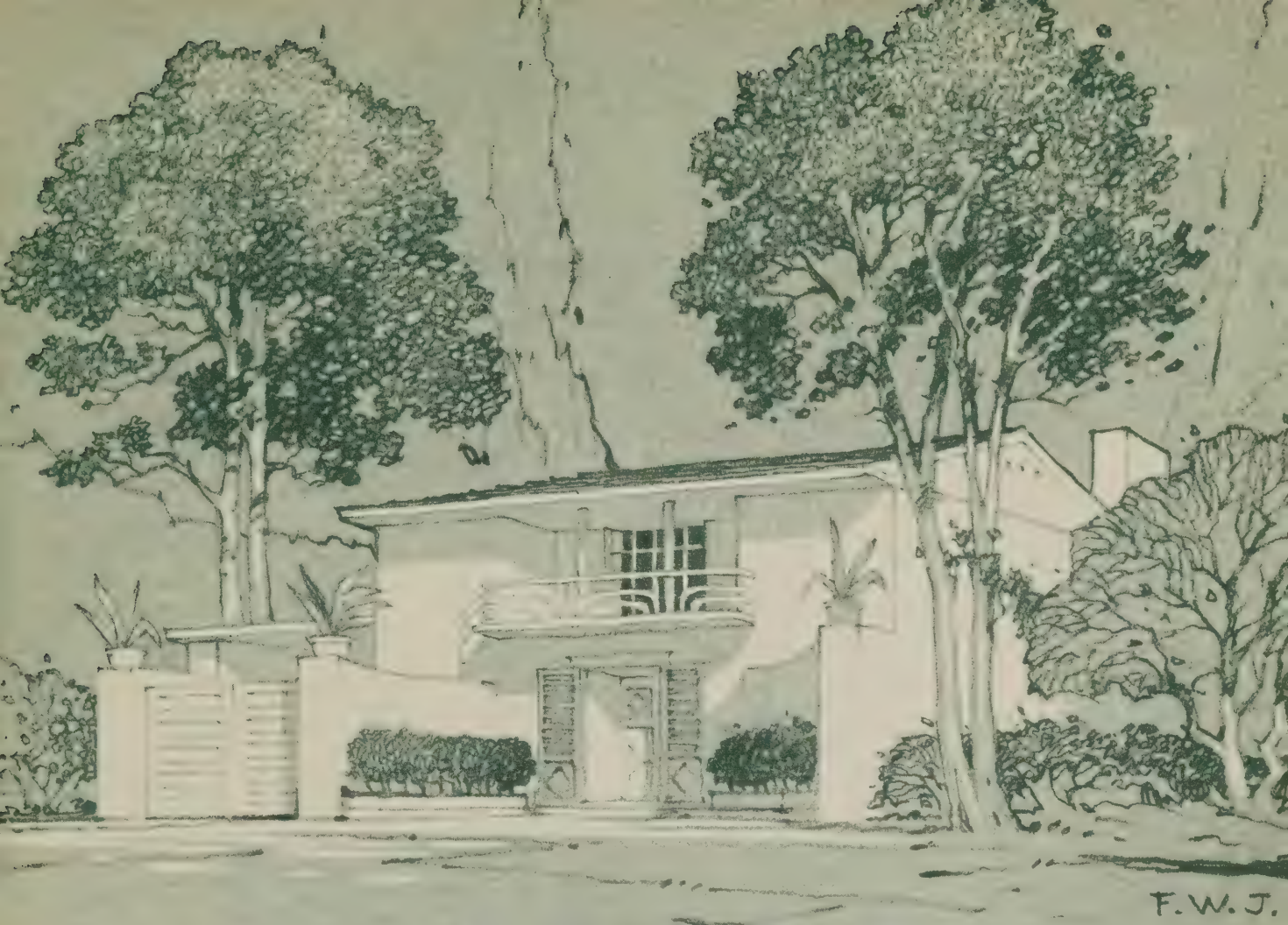
"THE VERSAILLES"

The traditional French country house is still one of the most popular of the formal styles. The degree of formality will depend upon the materials used and the landscaping. The plan expresses the same smart styling and balance as the exterior, however, the furnishing of the den and living room can be made very friendly by the use of bright chintz and other spots of color. The living room bay makes an excellent starting point for a small intimate garden. The second floor is very compact with two bedrooms facing the garden and a sitting room which can easily serve as the third bedroom, and, if required, a maid's room could be added on the first floor. A basement is planned under the entrance hall and would be accessible by a stairway under the main stairs.



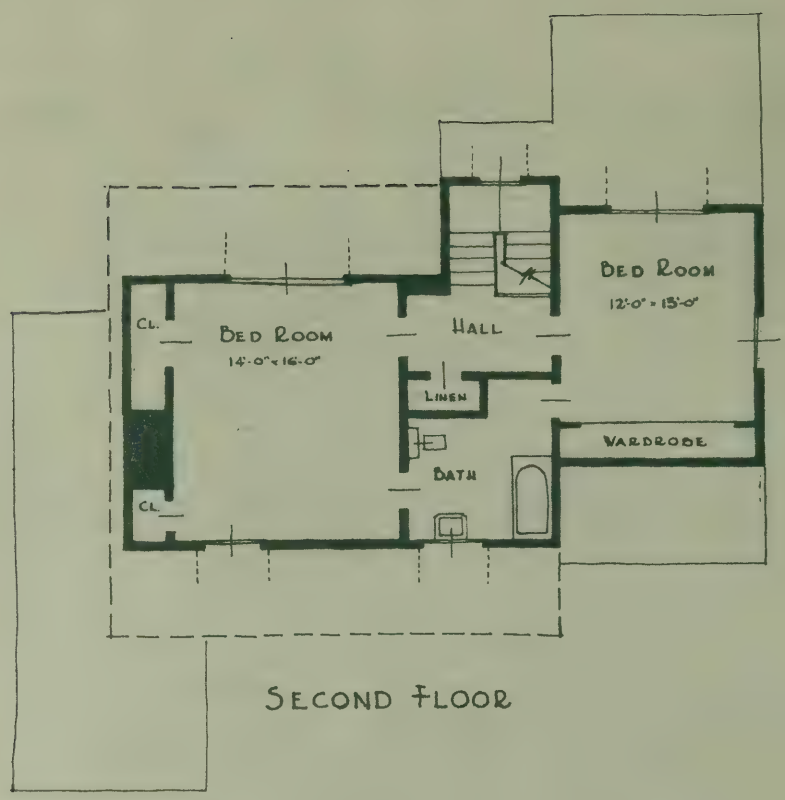
Plans Immediately Available

2350 SQ. FT.



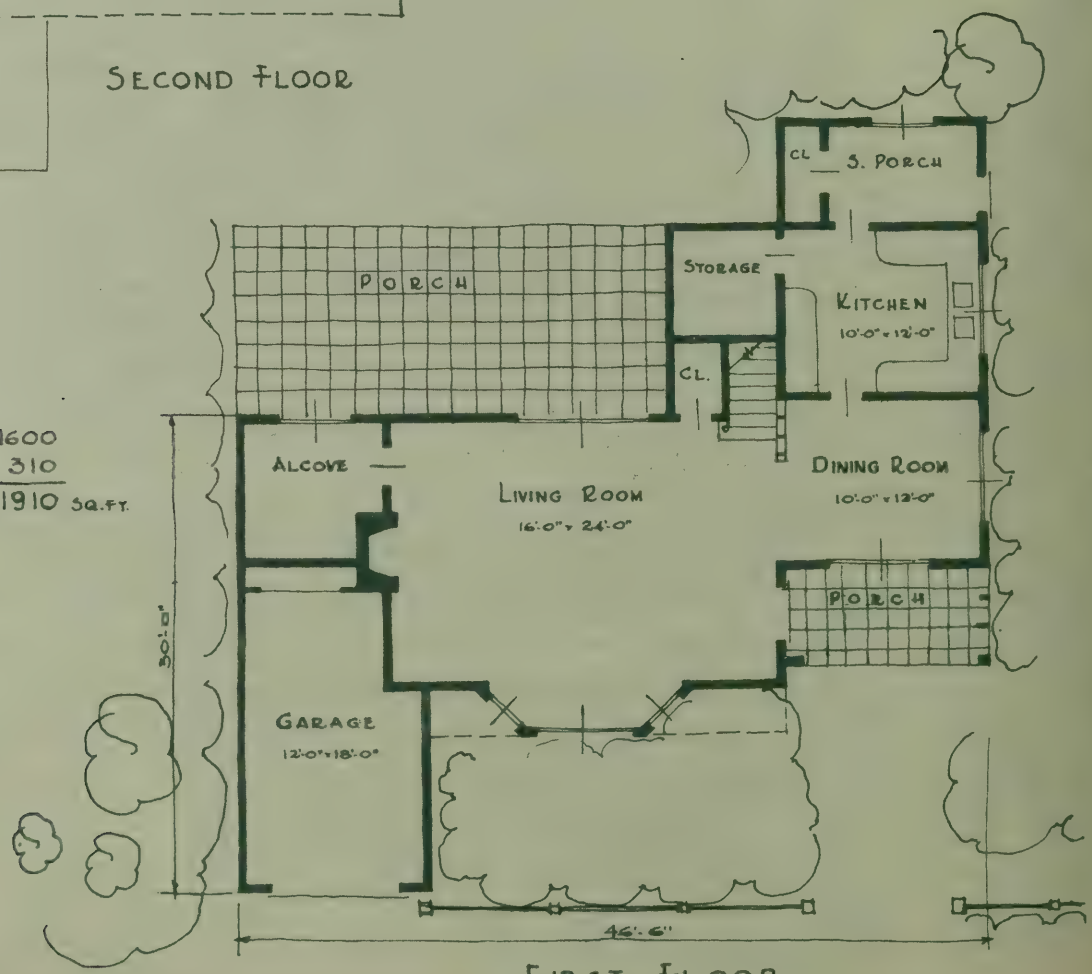
"THE FLAMINGO"

The name alone suggests an interesting color scheme of coral and white. This city house would be a very exciting addition to a street of row houses. It is planned for a forty foot lot and would be especially charming if set back about ten feet from the building line of the adjoining houses. The living room view onto the garden porch can be made very interesting by a gay fresco or plant arrangement on the end wall of the porch. The kitchen is on the street front, with the laundry and drying yard to the rear of the garage, however the kitchen is shielded from the entrance with a high wall. The material to be used on the roof could be slate if the house were in the north or clay shingle tile if the location were south.



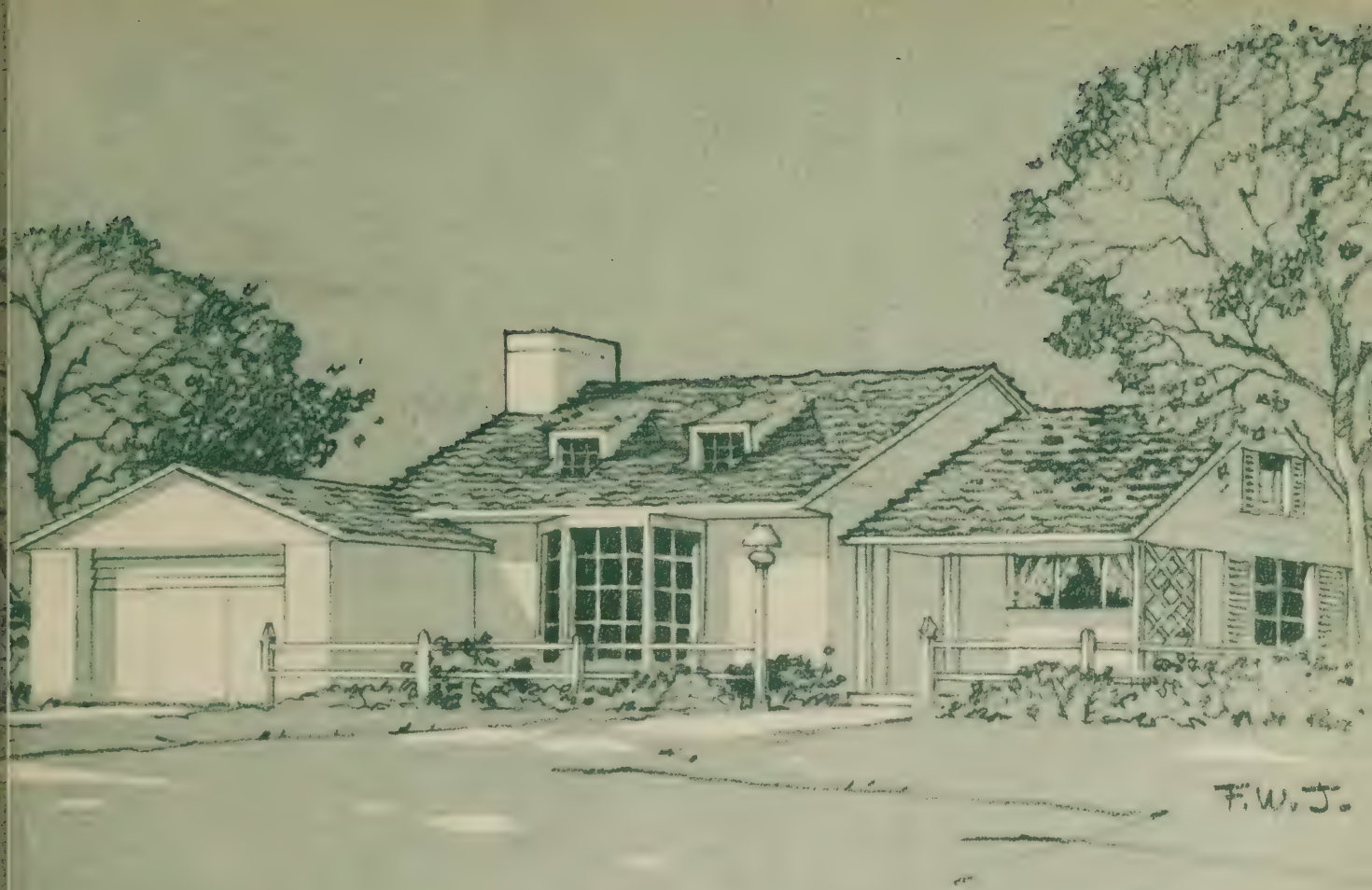
Second Floor

Plans Immediately Available



First Floor

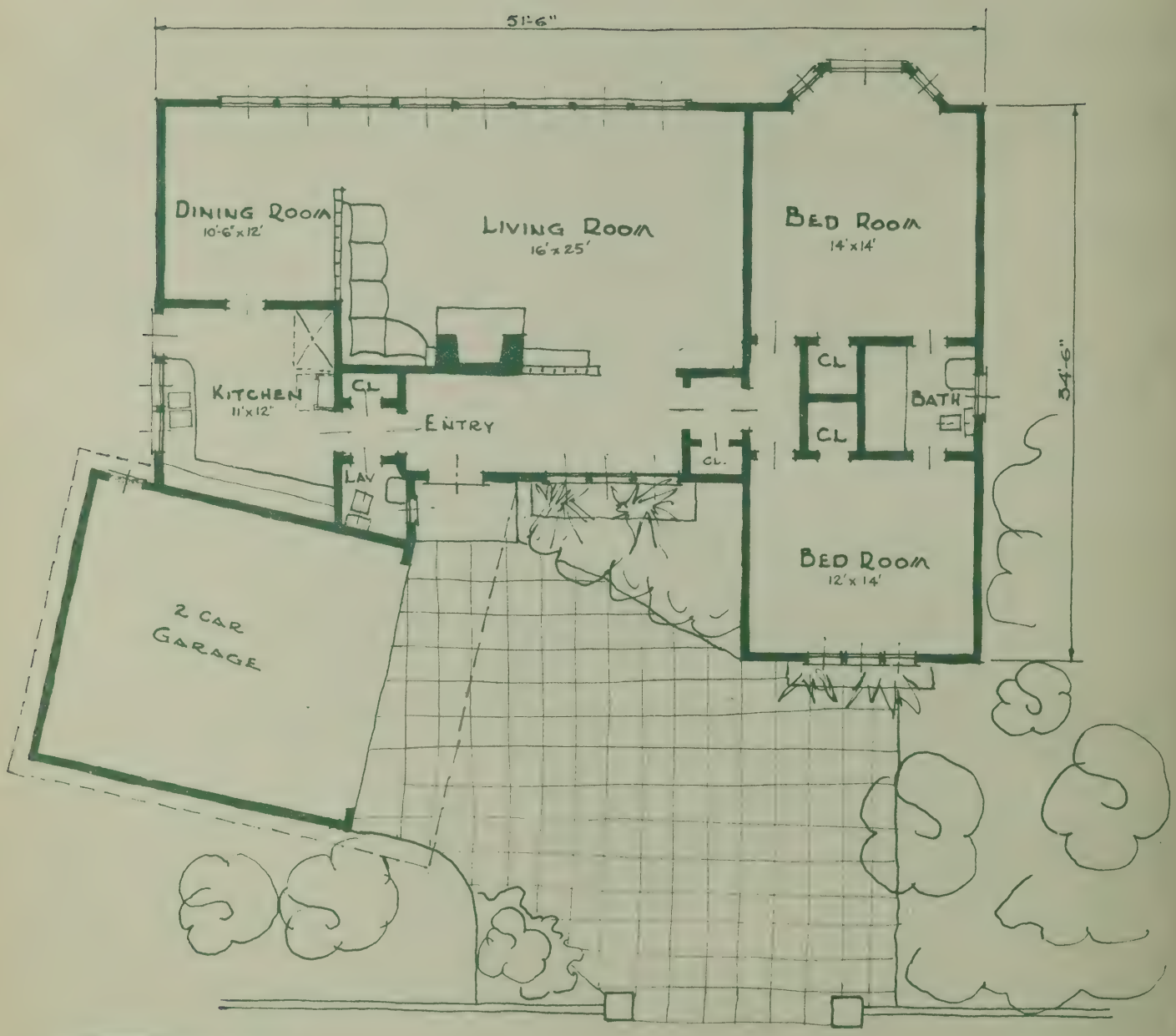
House	1600
½ Garage & Porches	310
	1910 sq. ft.



"THE NEW CAPE COD"

The early settlers of New England never heard of the word garage or streamlined kitchen, but they did instill a warmth in their homes which has lasted through the years. Many of us would like to combine the new with the old and it was this desire that prompted the planning of this home. The plan retains the features of outdoor living with wardrobe type closets and streamed kitchen and bath. The living room has the colonial mantel piece simplified and the walls, ceiling and woodwork are all painted a soft Georgian blue. The furniture is of very simple but comfortable design covered with rough textured fabrics, yellow being the prevailing color of the upholstering with a neutral color carpet.

The exterior mouldings have been made very plain and the usual colonial cornice has been eliminated. This is a modernized story-and-a-half Colonial Home.



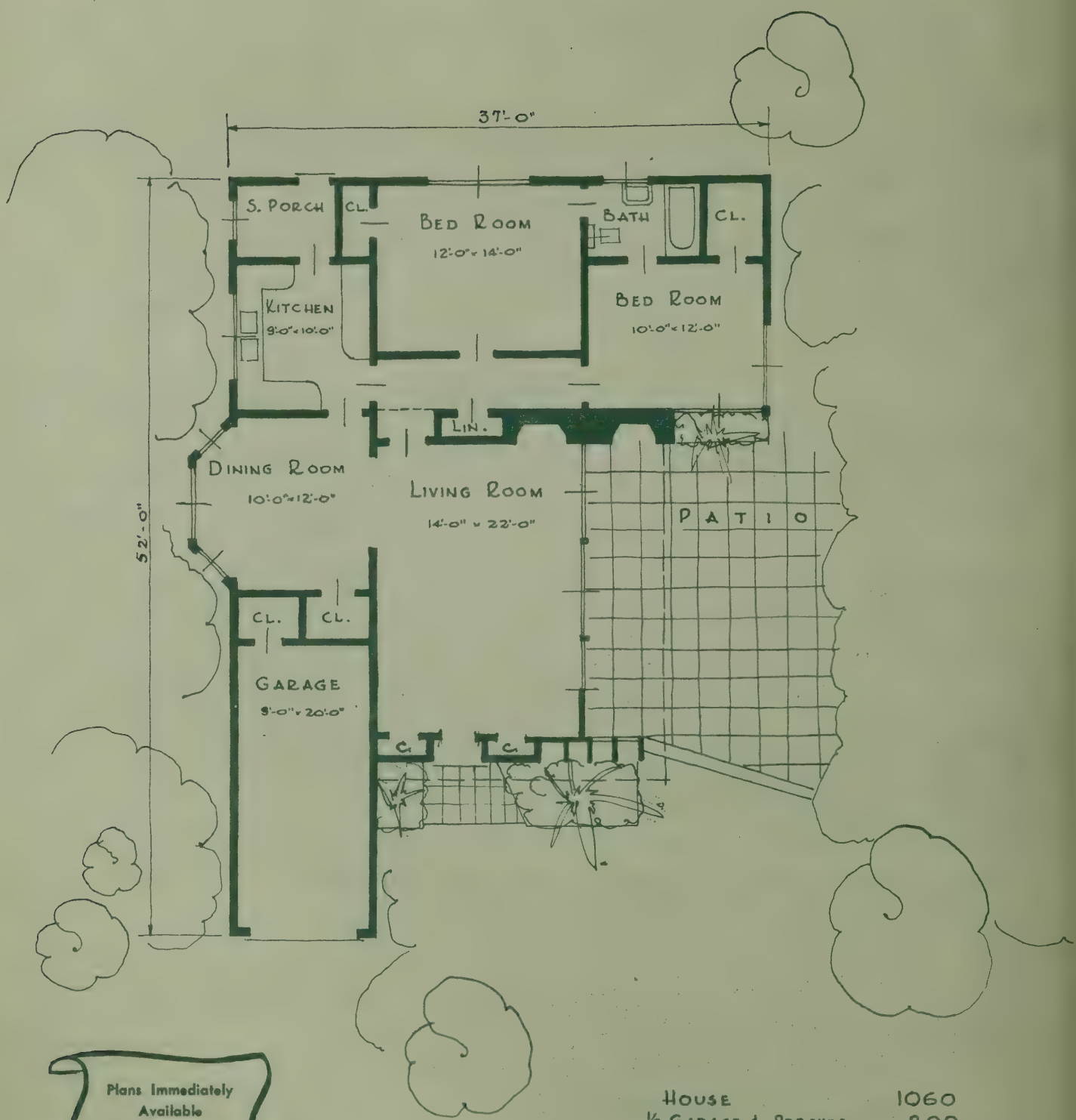
Plans Immediately Available

HOUSE	1400
½ GARAGE & PORCHES	230
	1630 SQ. FT.

"PASADENA"

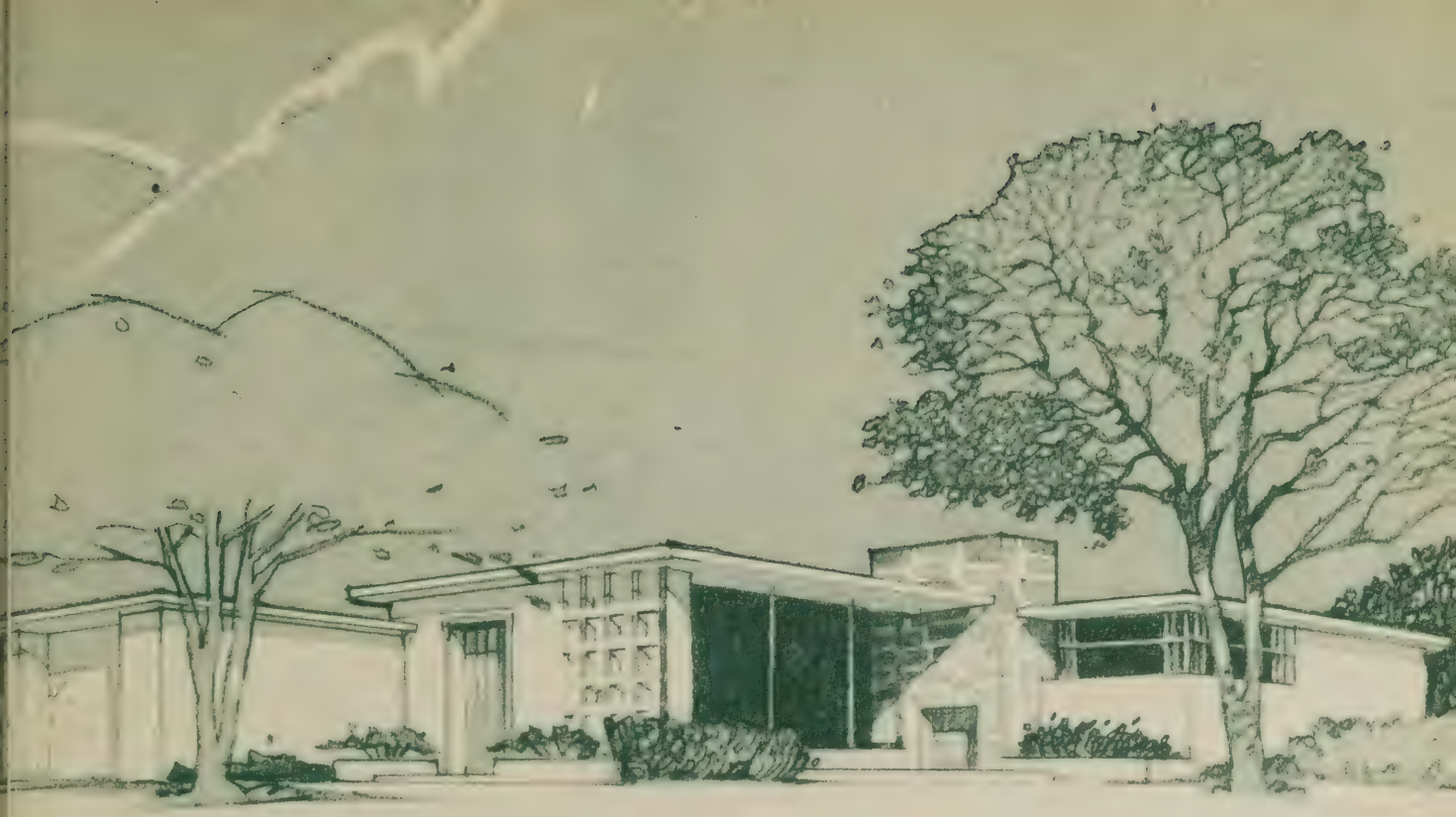
The basic theory of modern design is to create a pleasant but simple background for a plan built around today's activities in a home. This arrangement permits the owner to drive into the garage and enter either the front door or kitchen door under the protection of overhanging roofs. The various rooms are accessible from the entry hall. This home could be built close to the street to allow a larger area for outdoor enjoyment, especially since the main rooms are planned with the window wall facing the garden.

The exterior expresses simplicity rather than ostentation and with a well studied color scheme this home should appeal to the conservative admirer of the "Modern".



Plans Immediately Available

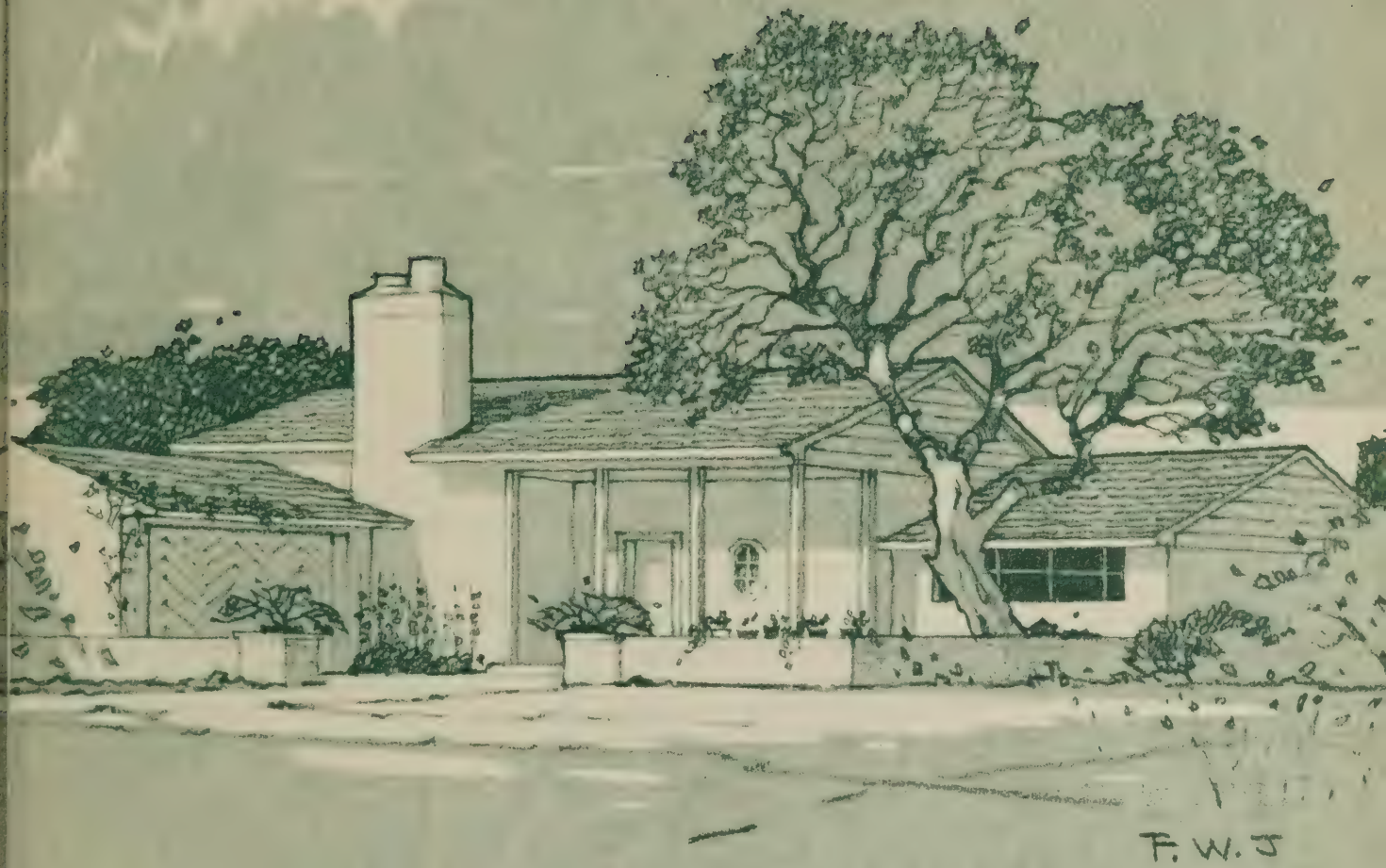
HOUSE	1060
½ GARAGE & PORCHES	200
	1260 SQ. FT.



"ESQUIRE"

This is one of the new crop of houses with the living room to the front with the window-wall facing a small side garden which can be enclosed on the street side and property line with a high wall or hedge for privacy. The kitchen and bedrooms are conveniently arranged to the rear of the house. The entire plan is very compact, containing only 1260 square feet, and can be built on a lot 40 feet wide. The closet in the dining room can be used either for storage or as a beverage-bar and the outside fireplace is planned as a combination barbecue. The arrangement of the bedroom wing is an excellent step-saver.

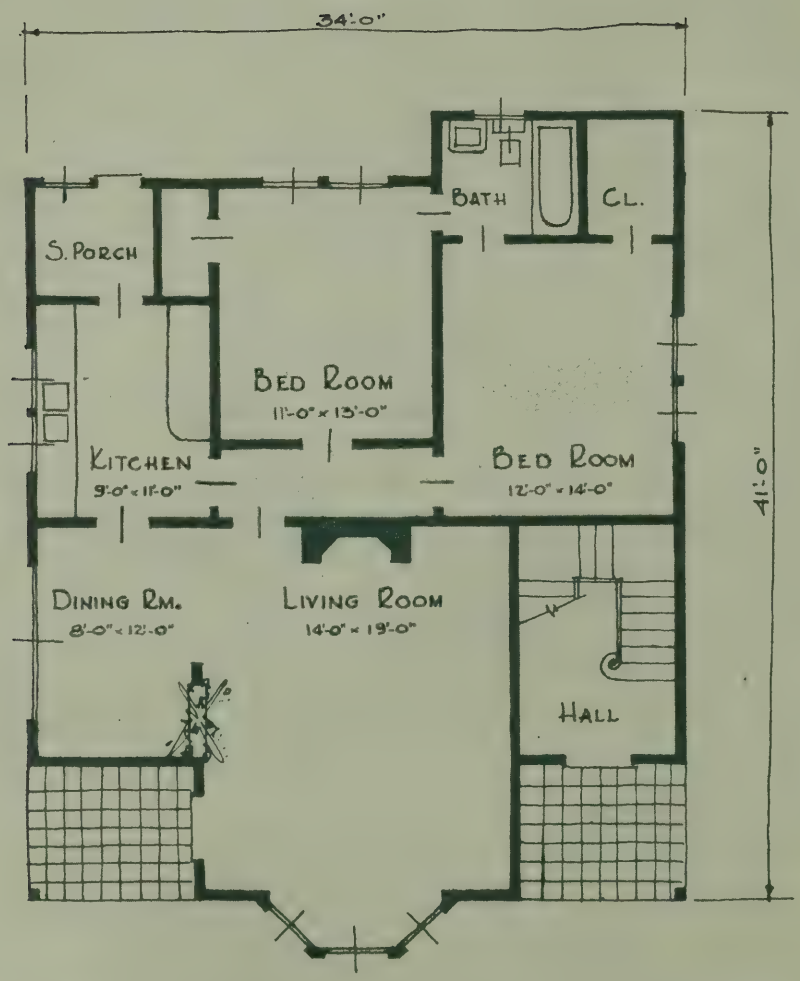
	Sq. Ft.
House	1800
½ Garage & Porches	300
	2100



"THE NEW SUBURBAN"

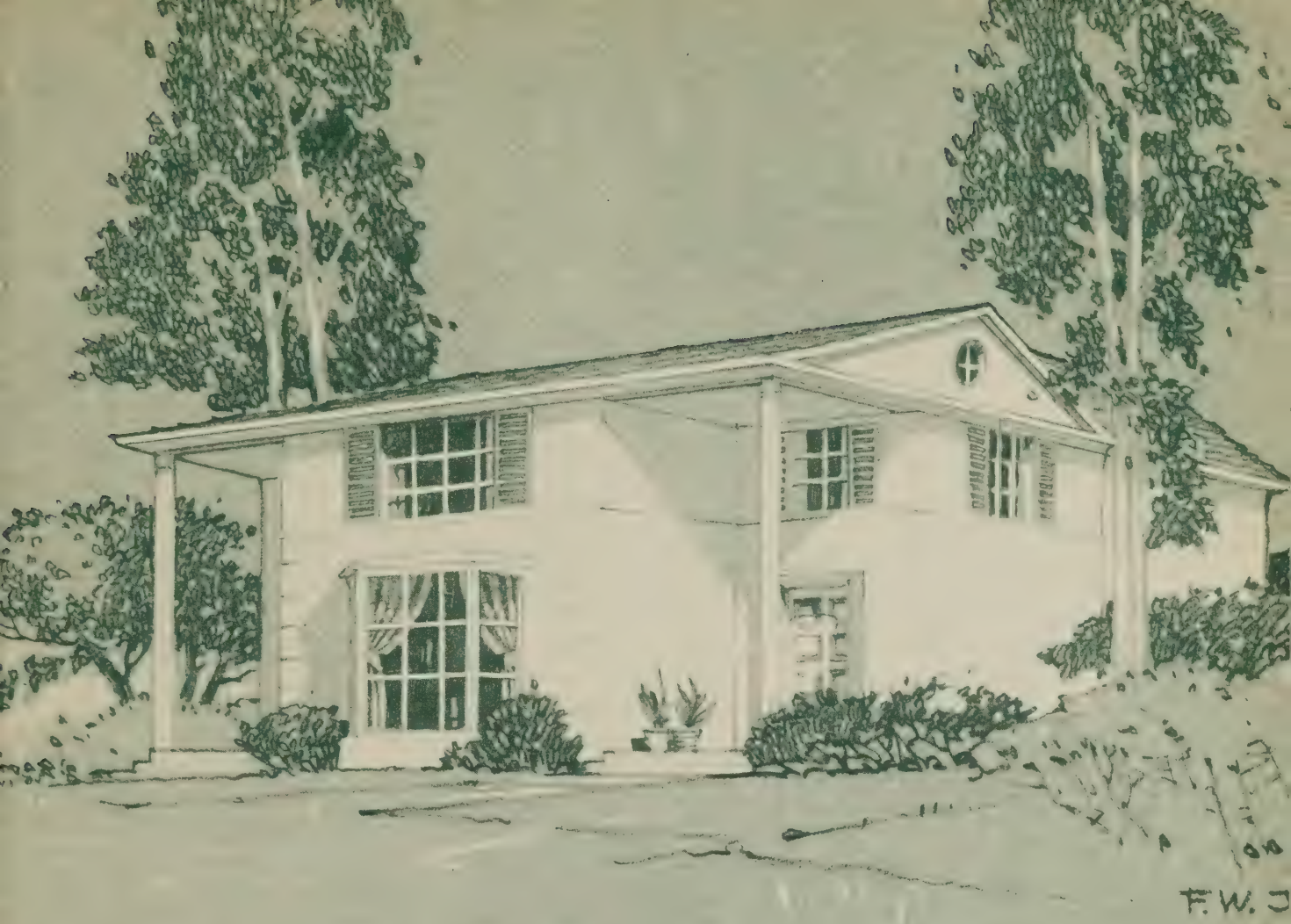
A good test as to whether an architectural style is just a passing fad or is something you will enjoy years later is to scan through any home magazine that is twenty years old and see which homes you would still enjoy owning. Chances are you would pick a very conservative style with a nice garden. This home combines the historic charm with modern planning, with the automobile court in front, which leaves the entire garden site available for play-yard, swimming pool, garden and chore-yard.

The generous scale of the front porch gives dignity to this story-and-a-half facade as the two bedrooms form a full two-story appearance on the garden side.



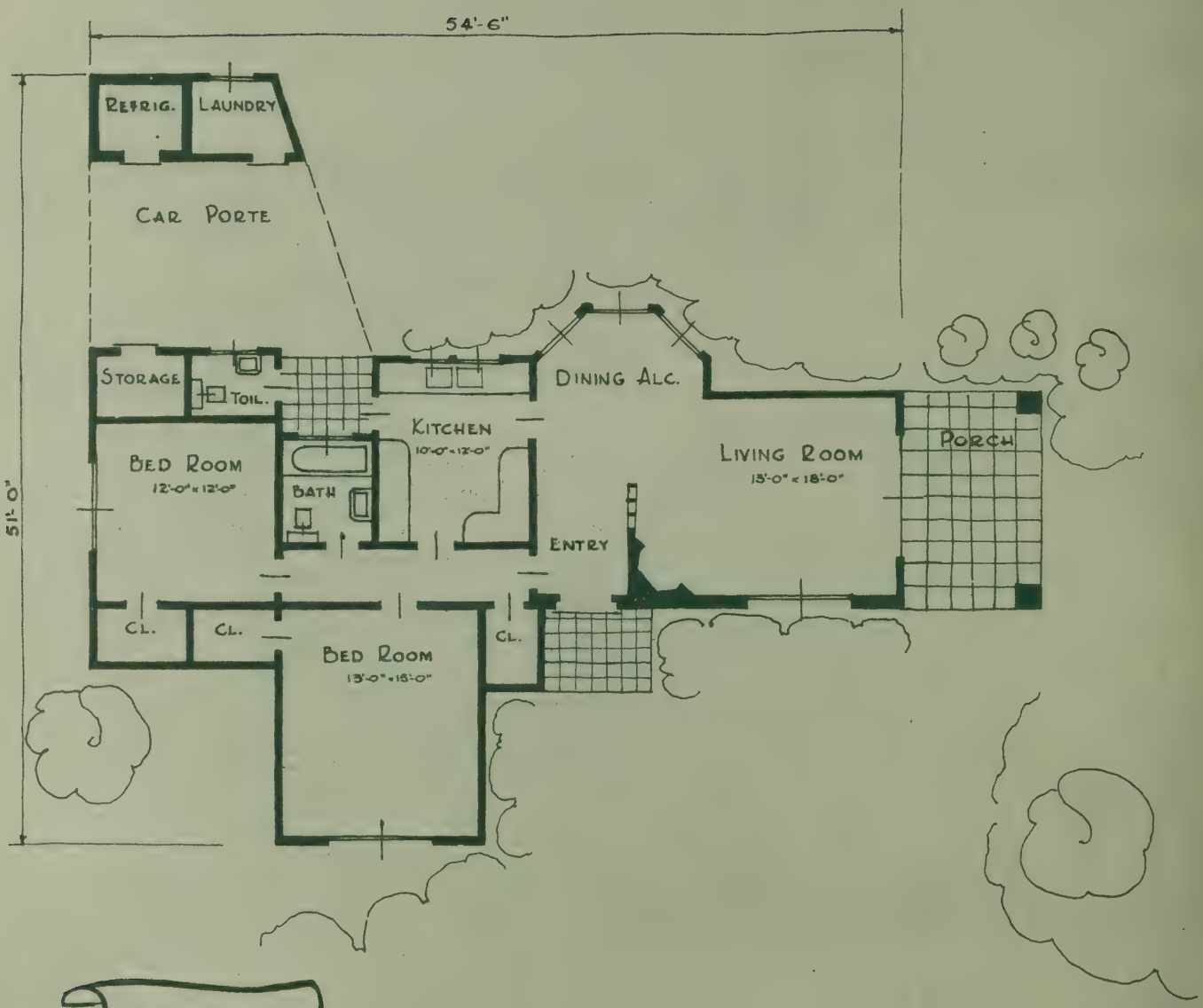
2560 SQ.FT.

Plans Immediately Available



"THE GEORGIAN DUPLEX"

An apartment that has all the comforts of home is the answer to "How to keep your tenant." However, to complete this theory, remember to use an efficient sound deadener and plenty of insulation. The plan of this duplex gives each tenant his own front door and mail box, and yet the general effect of the exterior is that of a one family home. The second floor arrangement is similar to the lower floor except that the living room entrance is on the stairway side. The heating units could either be in the basement or circulating electric heaters could be installed in the walls. The entire building contains 2560 square feet with each apartment having less than 1300 square feet.



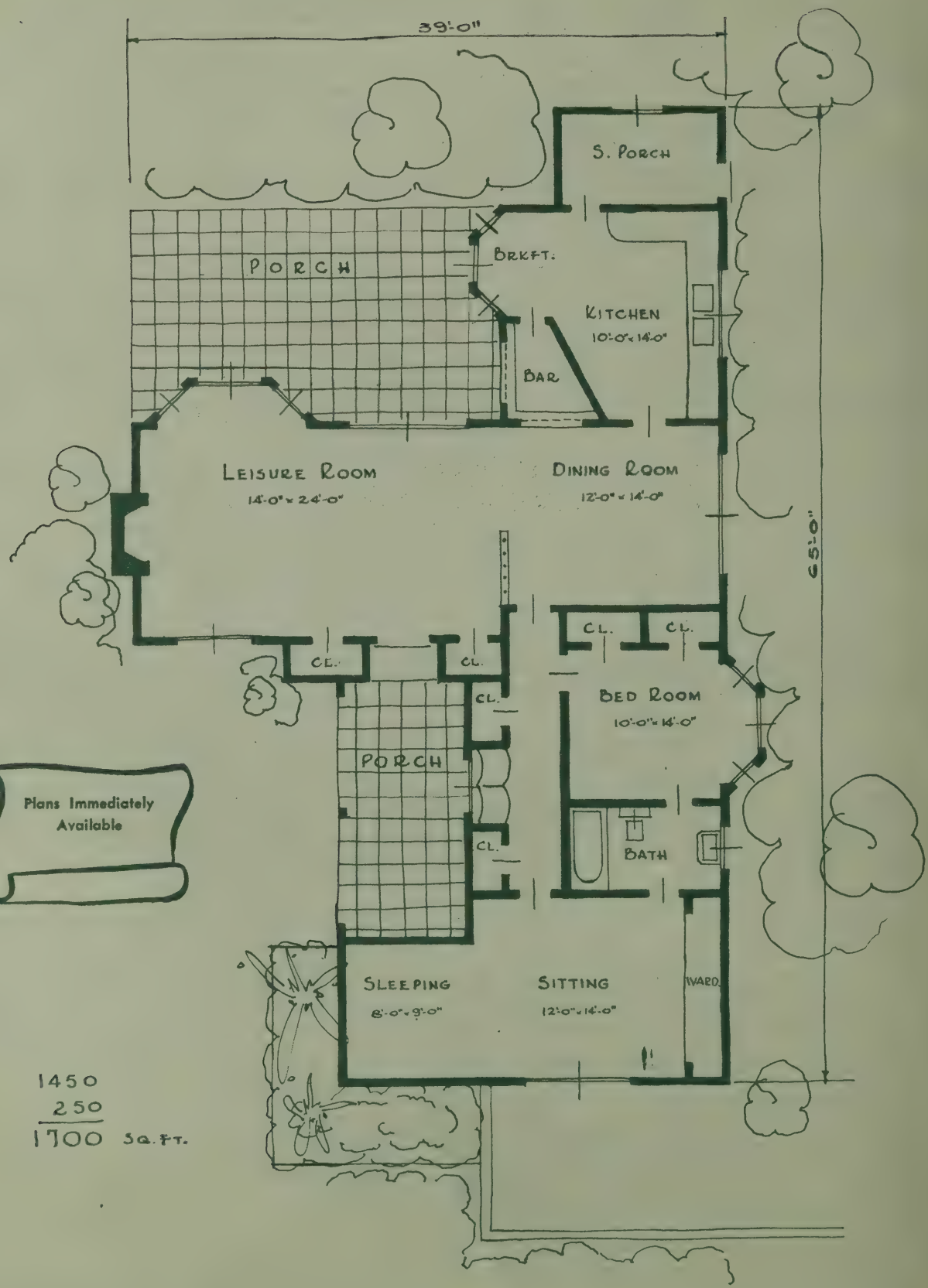
Plans Immediately Available

HOUSE	1230
½ CAR PORTE & PORCHES	400
	1630 SQ. FT.

"THE COUNTRY GENTLEMEN"

Since so many city folk are dashing to the country to find an old farmhouse to remodel, this plan is designed to help relieve the anticipated shortage with planned efficiency. The autoport is conveniently located at the kitchen door where it gives the added protection to the station wagon in rainy weather and provides a shelter for the various farm chores. An outdoor walk-in-refrigerator, storage room and wash-up room all help to make this a practical work-zone.

The ceiling of the rambling living room is of pickled pine and the walls are plaster with a slight texture, with wide oak planking for the floor. The fireplace and part of the exterior wall will be of field stone laid ashlar style combined with large shingles stained a weathered white. The roof should be of thick shingles stained dark brown.



Plans Immediately Available

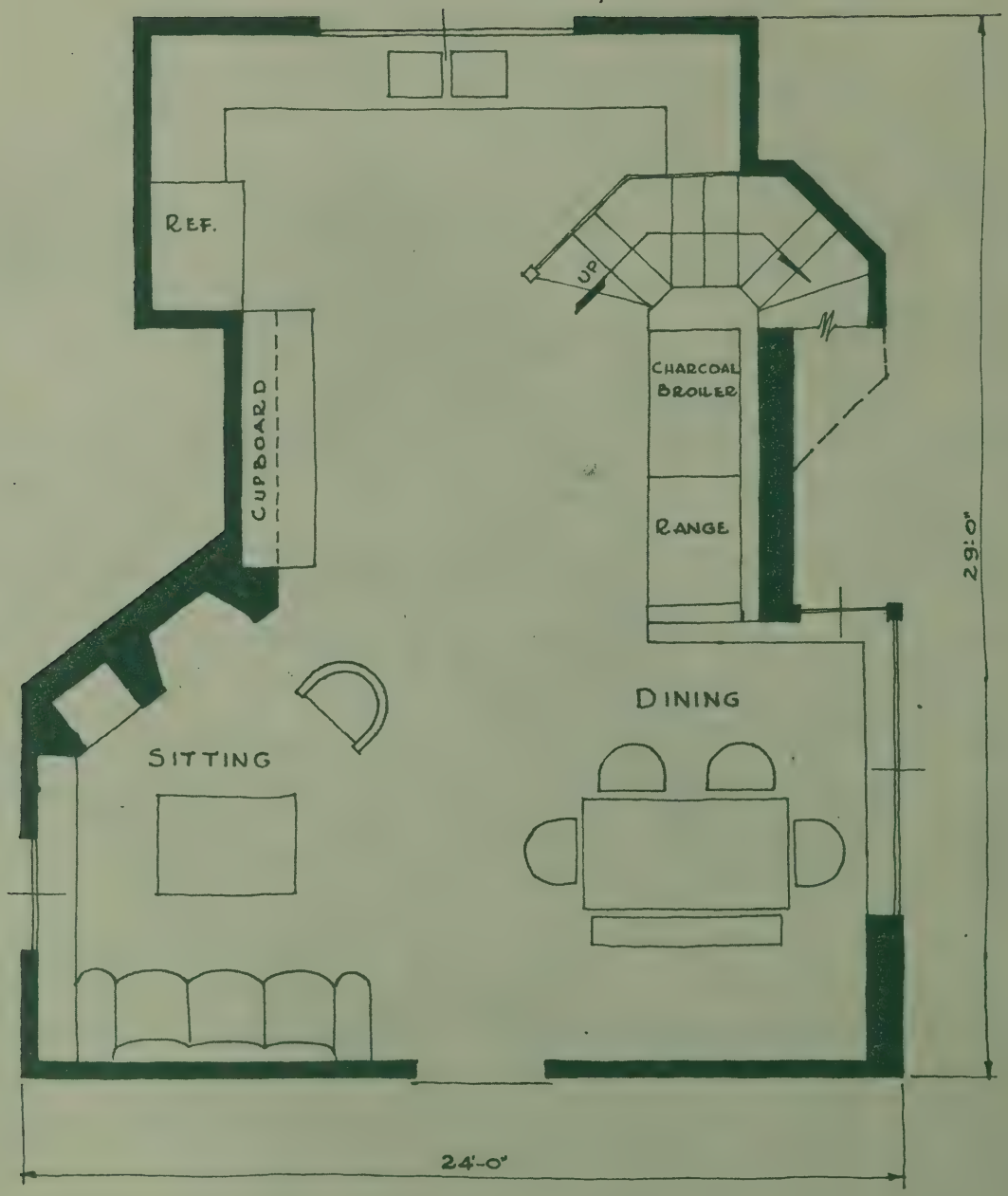
HOUSE	1450
1/2 PORCHES	250
	1700 SQ. FT.

"LA RUE"

The small home owner can enjoy many of the niceties usually associated with the large country estates without the tremendous upkeep, especially if particular care is given to the planning of the leisure areas.

This is a roomy small home with a friendly kitchen, which opens onto the garden terrace and the refreshment bar. The terrace in summertime is covered with a red and white striped awning, supported on an iron frame, which can be removed in wintertime to encourage the sun to warm the "leisure-room." This is the kind of terrace on which you would want to use a portable barbecue that can be rolled around on the porch or into the garden.

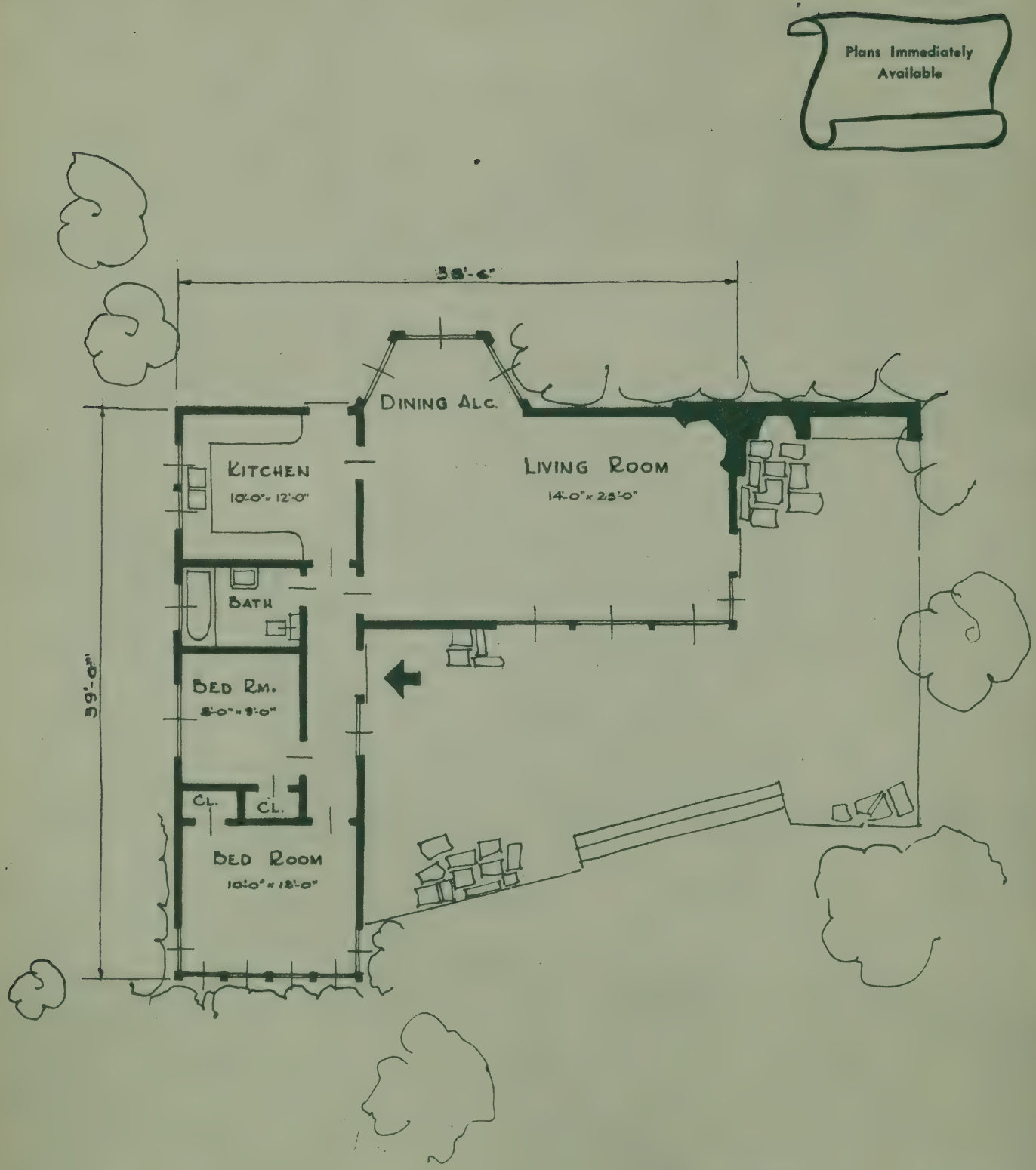
The "leisure-room" is very informal with French Provincial furniture and a bridge table set-up in the bay window. When the bar is opened up in the dining room it can be closed off from the outside terrace. The Master bedroom is a sitting room with an alcove for sleeping.


REF.
CUPBOARD
UP
CHARCOAL BROILER
RANGE
SITTING
DINING
29'-0"
24'-0"

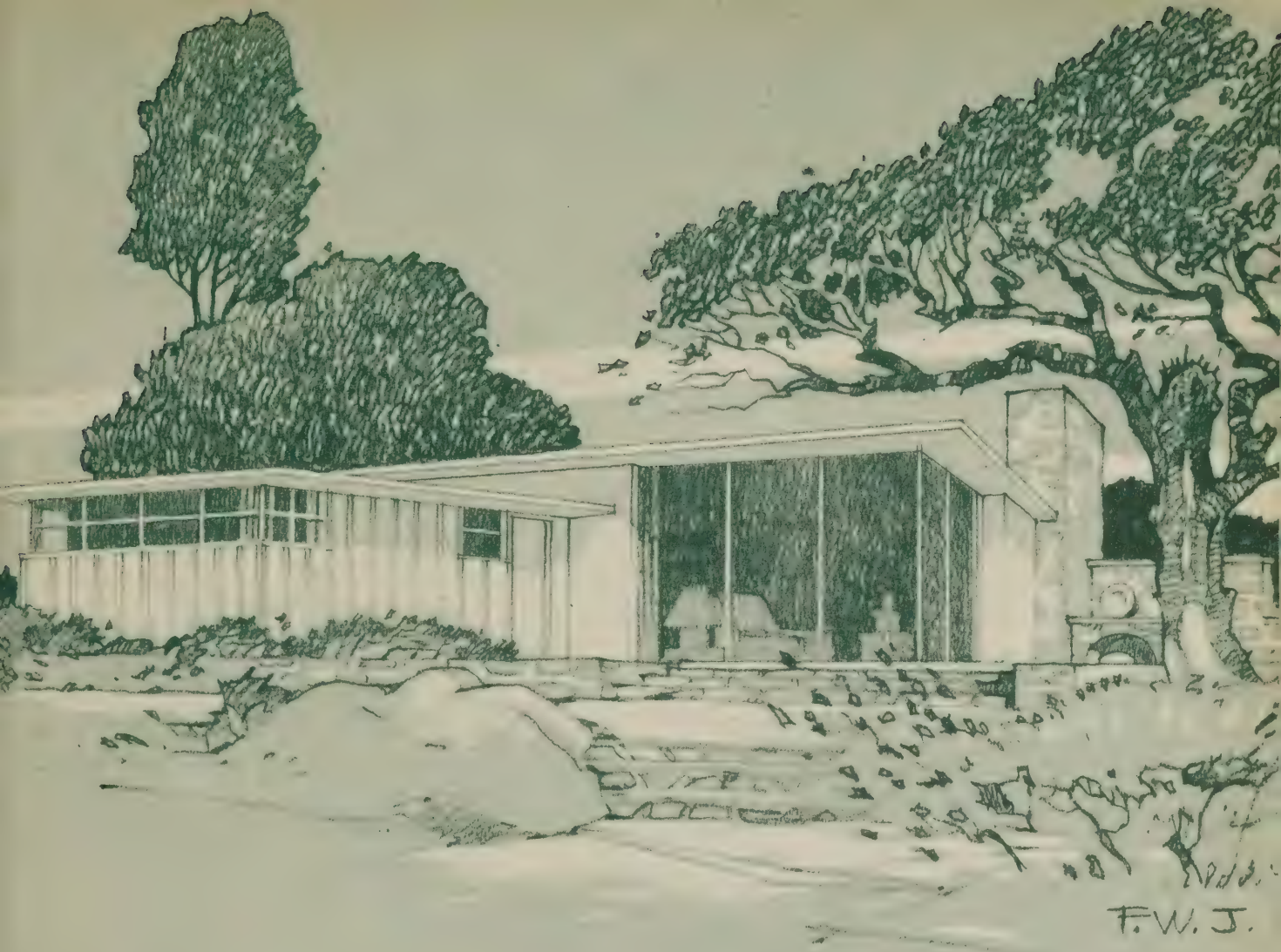
"ONE RING CIRCUS"

If you are an exponent of informal living this multipurpose room can be the starting point of your Dream House. Early American hospitality was the inspiration for this design where the neighbor and the city visitor could drop in about meal time and chat!

The preparation of meals and the freezing storage are located at the far end of the room; next in line is the charcoal broiler and electric oven both of which are connected to an electric exhaust fan. The dish cabinet is a reproduction of an antique and its fruitwood color gives a pleasing contrast to the painted brick wall which forms the fireplace as it rounds the corner. The alcove where the sitting and dining are performed are well lighted with large window-walls. Gingham table cloth and ruffles around the room provide an interesting bit of color against the oyster-white walls and ceiling. The stairway at this end of the room leads to the bedrooms which are on the upper level.



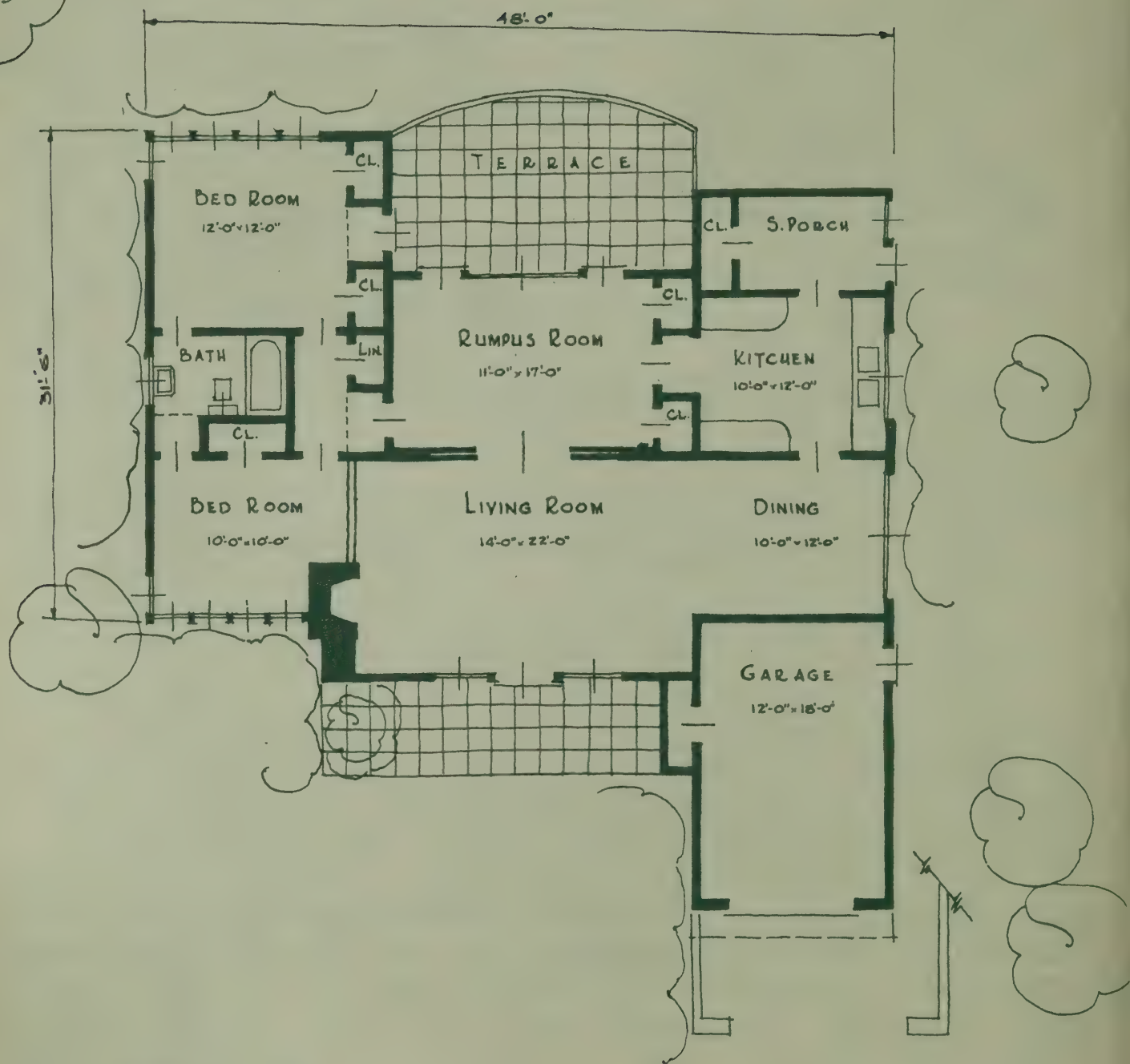
HOUSE 940 SQ. FT.



"CATALINA"

In a vacation cottage one can not afford to waste space. Consequently, every economy was considered in this plan, such as placing the bathroom next to the kitchen plumbing, combining the living room chimney with the outdoor fireplace and the combination living room and dining alcove which provides an extra large leisure space where at night sofas can be converted into over-night accomodations.

The entire house could be placed on a concrete mat and the walls made of rough pine boards, whitewashed on the outside and stained a lemon yellow on the inside with white ceilings and bright colored chintz at the windows. This would make an excellent house for a lake or country resort.



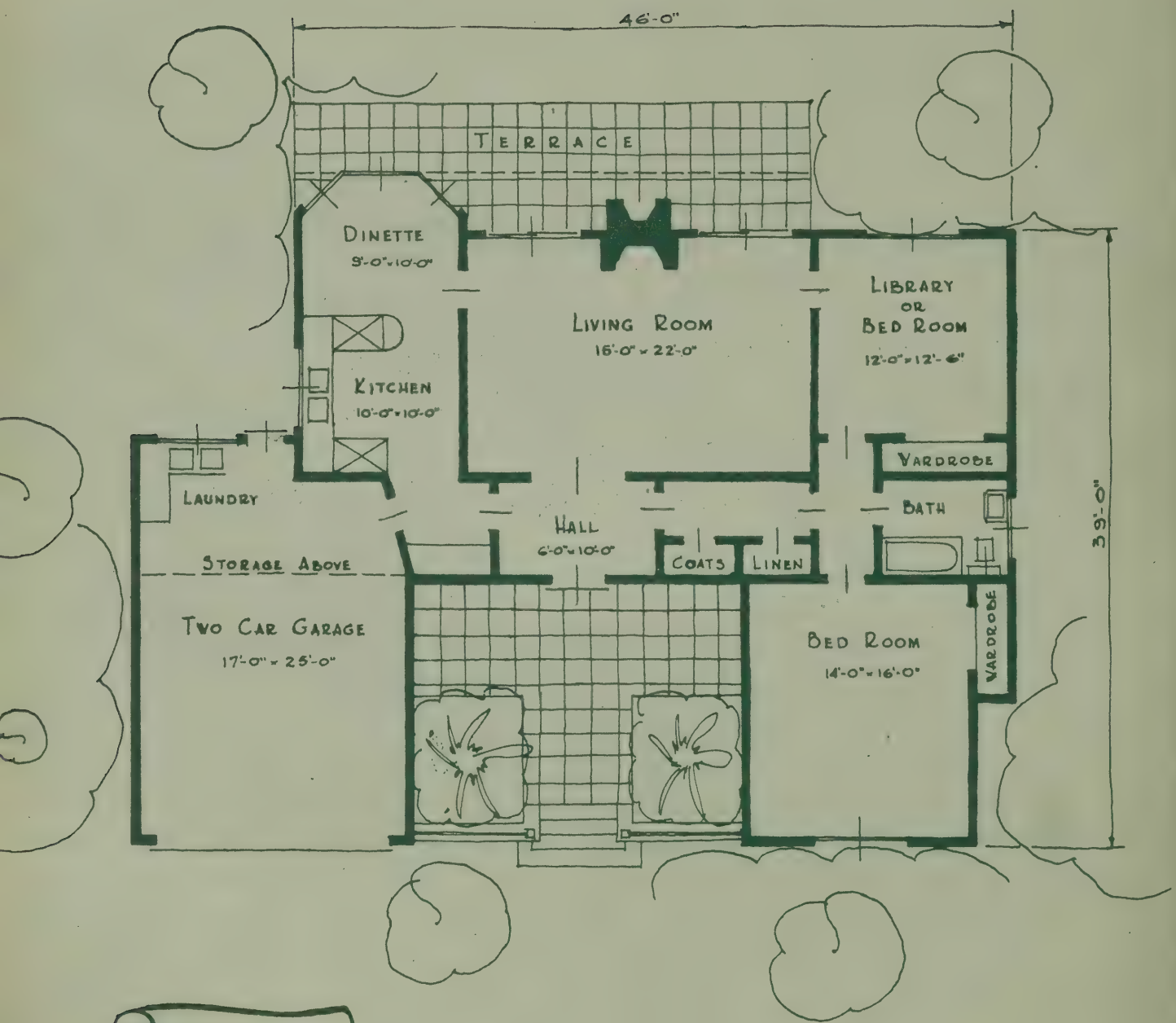
Plans Immediately Available

HOUSE	1240	SQ. FT.
½ GARAGE & PORCHES	160	" "
TOTAL	1400	" "

"THE YEAR-AROUND HOME"

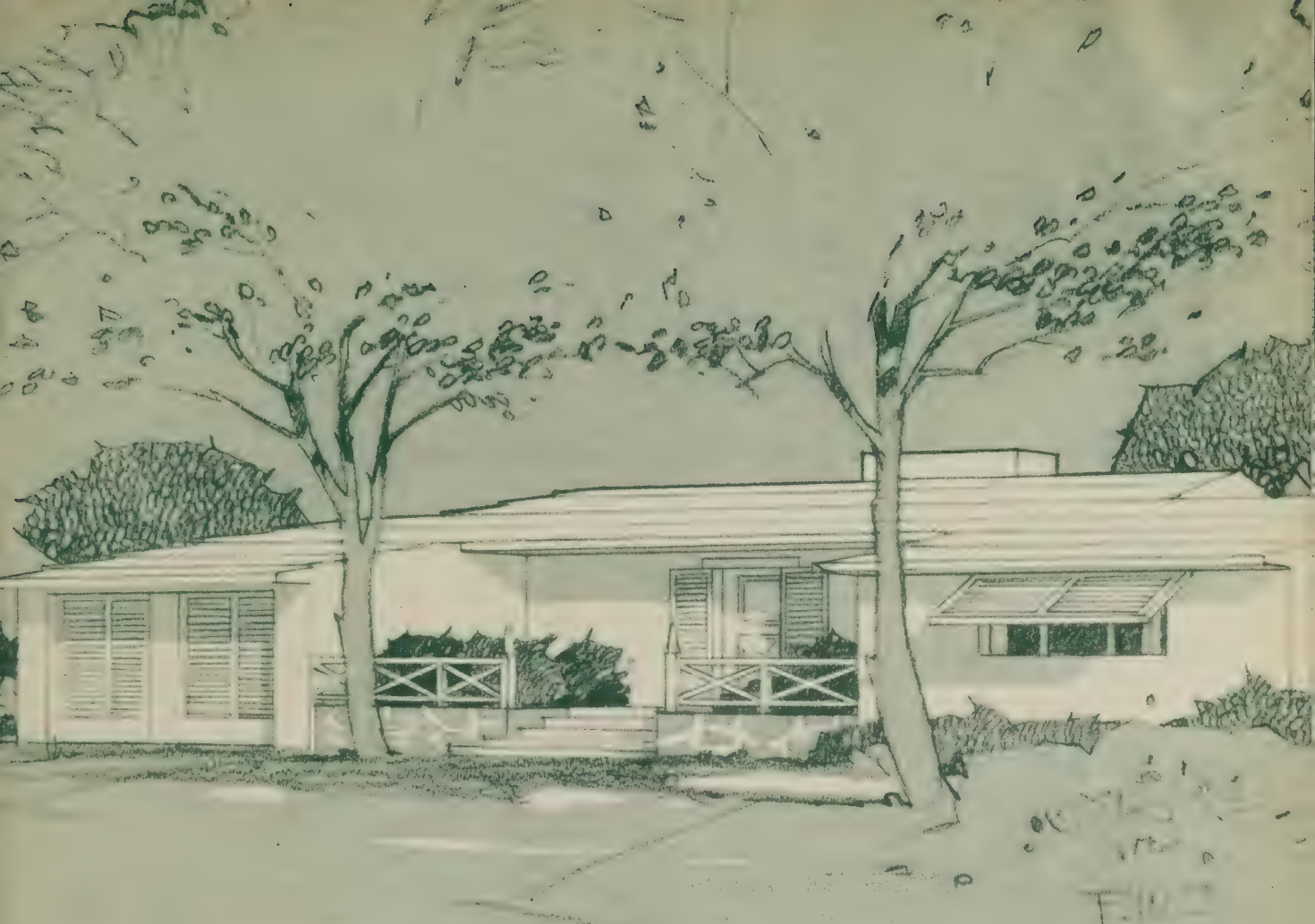
This small home was planned to fill the needs of a family with two growing boys. It is arranged so that they can come in and go to their own room without entering the front of the house. A year-around entertainment room with radio, ping-pong and game table is accessible to the kitchen for serving and in summer the terrace windows can be opened up turning the room into a garden porch. The boys' room is a combination bedroom-study with space for books and hobby collections. The entertainment room should have walls of pine boards and a linoleum floor and the living room and dining alcove would be very attractive with early American wall paper on the walls and a wood ceiling painted the background color of the paper. This would make a splendid background for maple furniture.

The exterior of the house should be white with the shuttered entrance painted "Brewster" green.



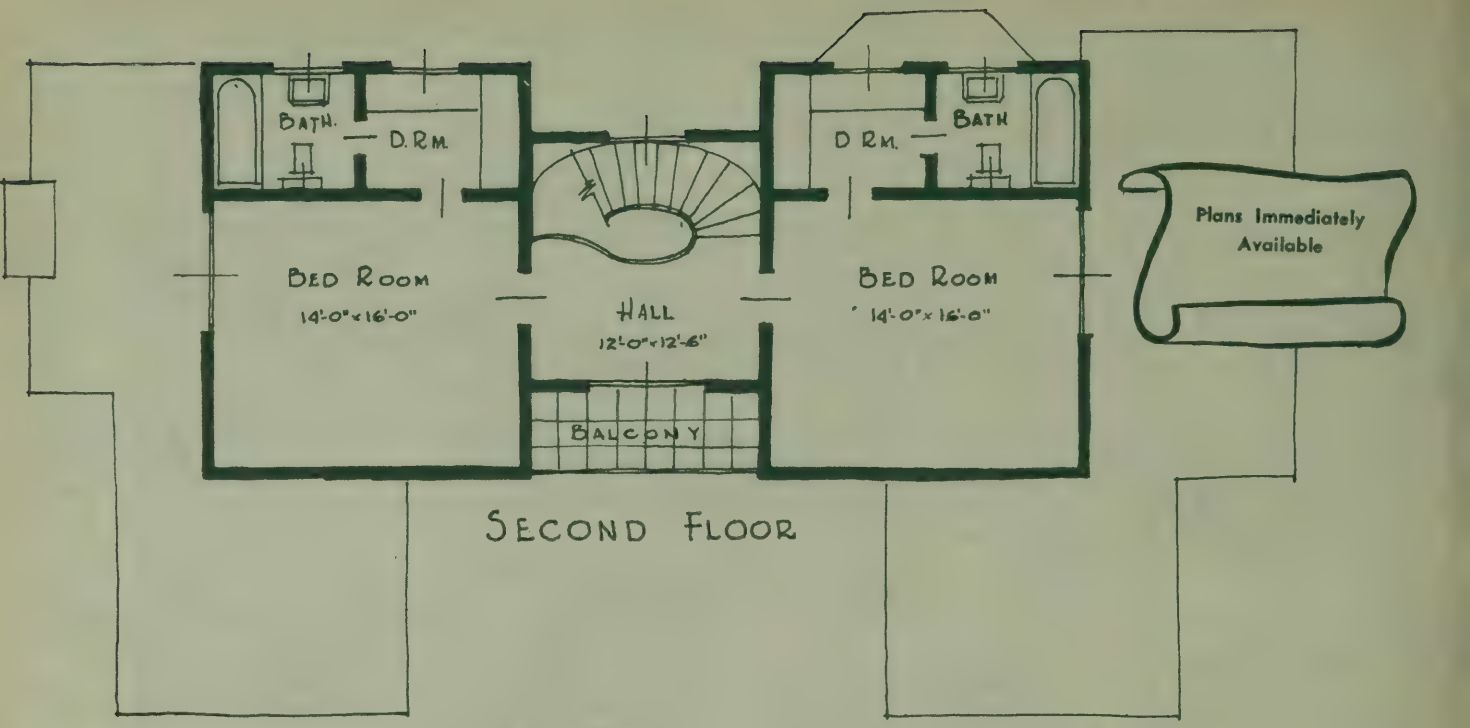
Plans Immediately Available

HOUSE	1250 SQ. FT.
½ GARAGE	210 " "
TOTAL	1460 " "

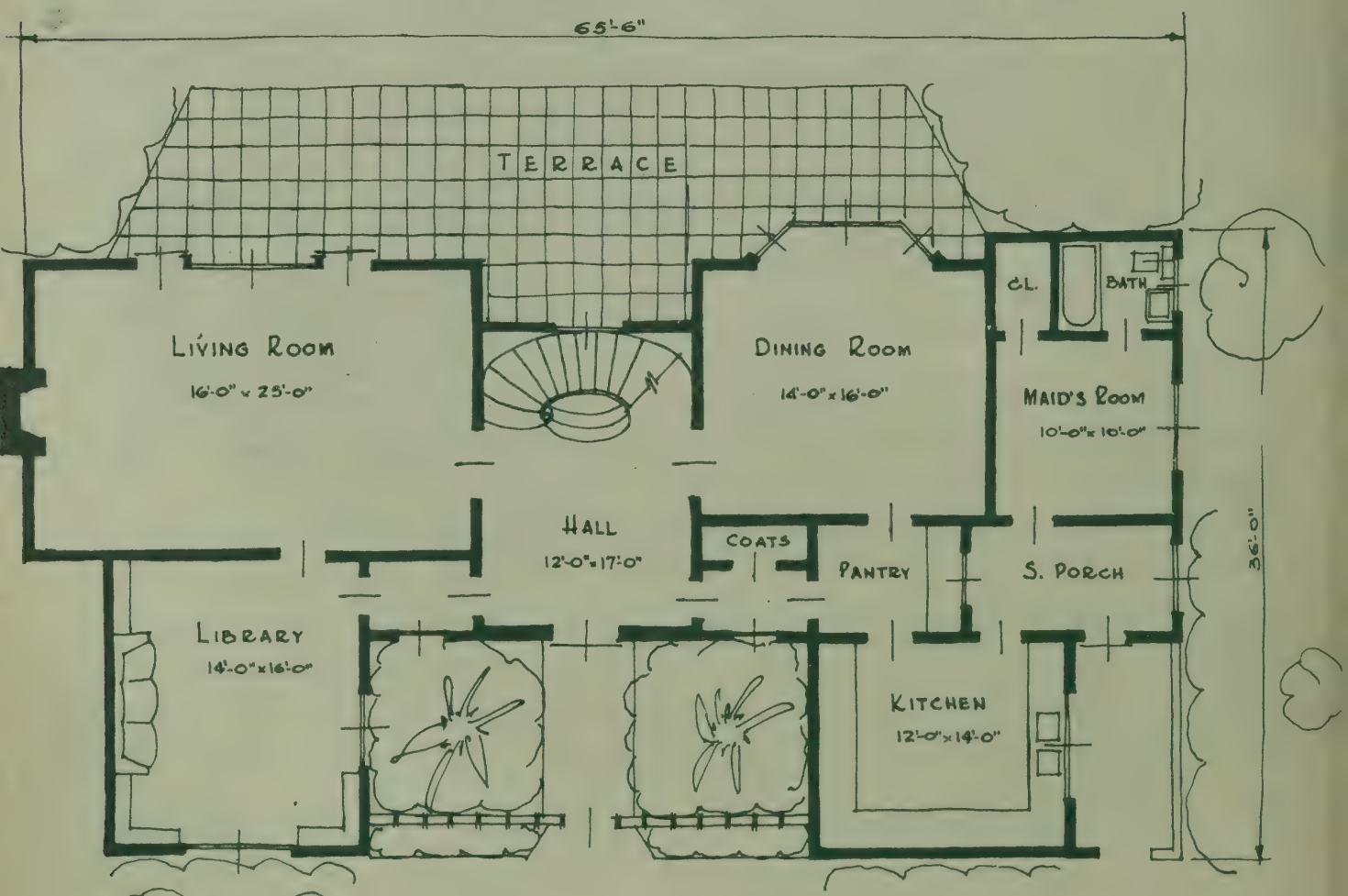


"SUN VALLEY"

Today, more than ever, waste space must be put to work and to get the maximum use of rooms they should be planned for multiple functions at different times of the day and night. The garage here houses the frozen food locker, the laundry equipment, and the space over the hood of the car is used for storage. The library is the guest room at night and the kitchen is the family dining room. When there are several dinner guests the food is served buffet style from the kitchen and small tables are set up in the living room. The bathroom is accessible from the hall, eliminating the necessity of a powder room for guests. The garden terrace opening both from the living room and the kitchen provides for convenient outdoor meals. Outdoor living will become more popular due to the use of "DDT" in porch paint and a new electric light which insects try to avoid.

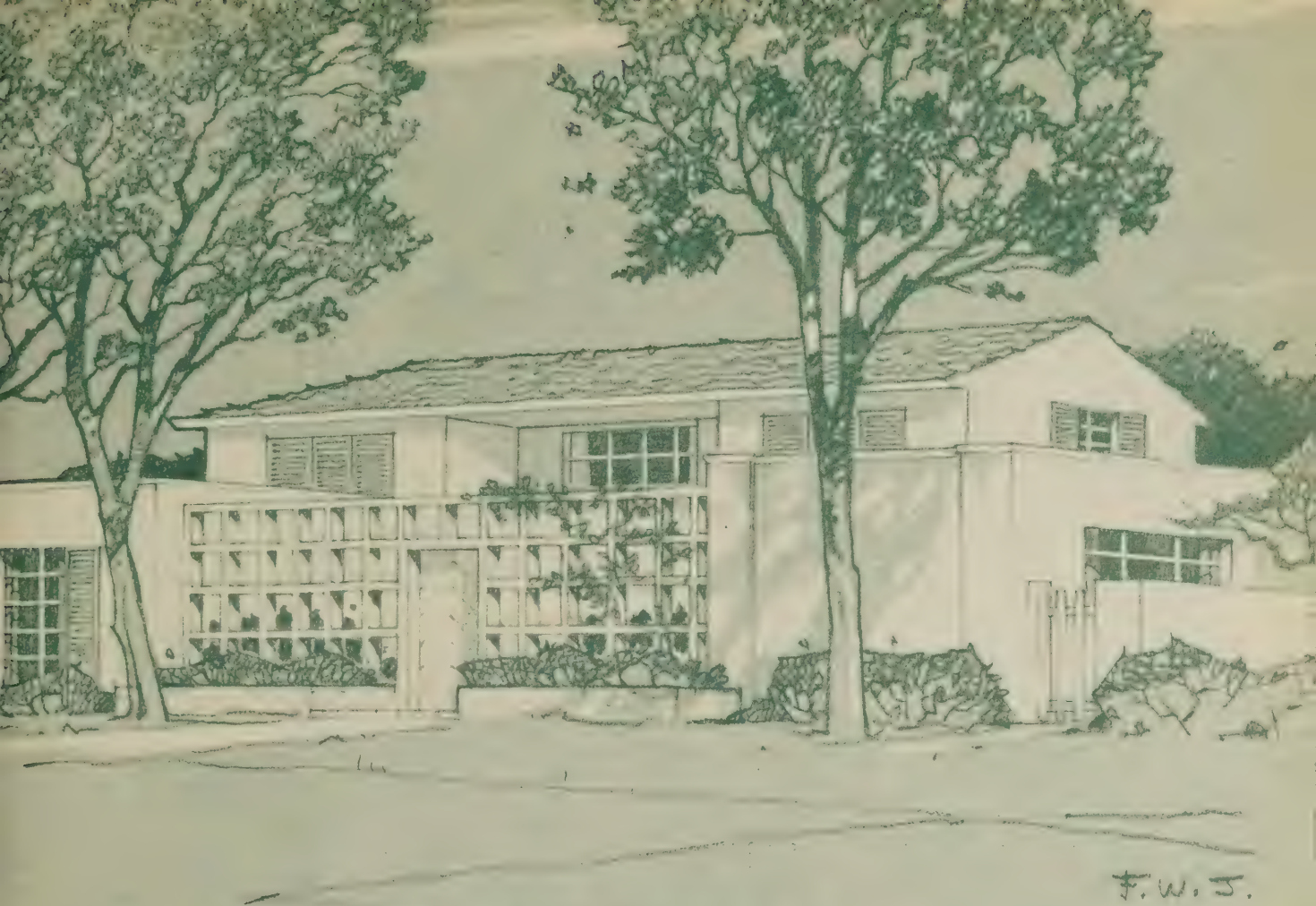


SECOND FLOOR



FIRST FLOOR

HOUSE	2600	SQ. FT.
½ PORCHES	60	" "
TOTAL	2660	" "

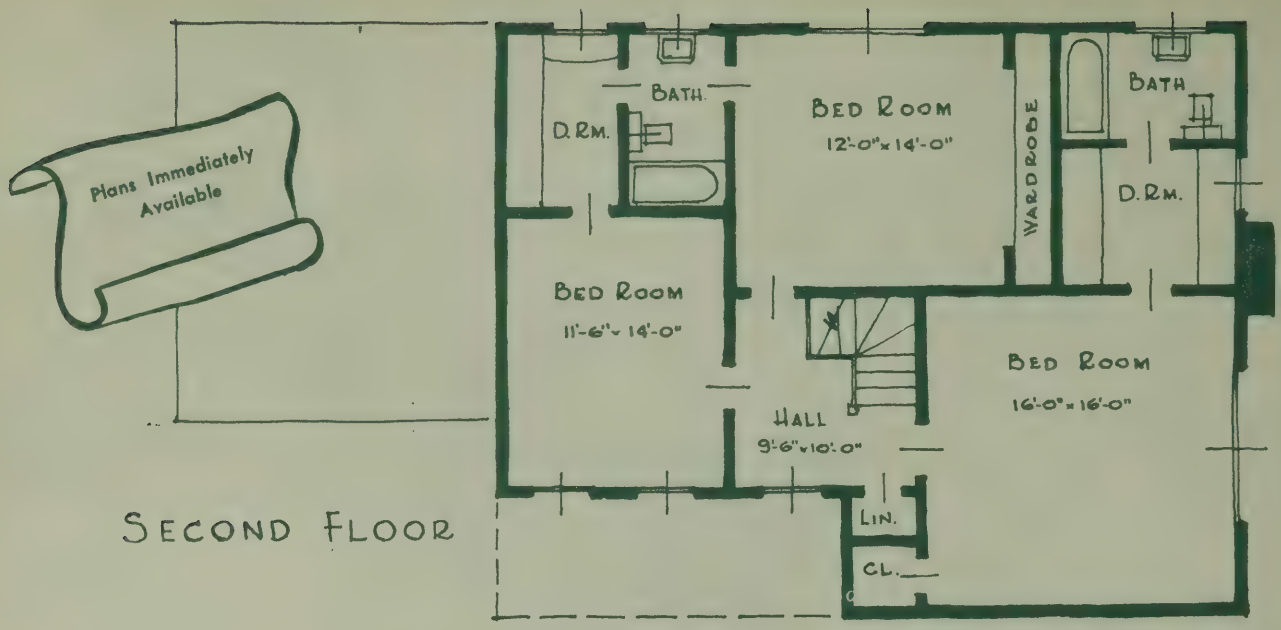


"HACIENDA"

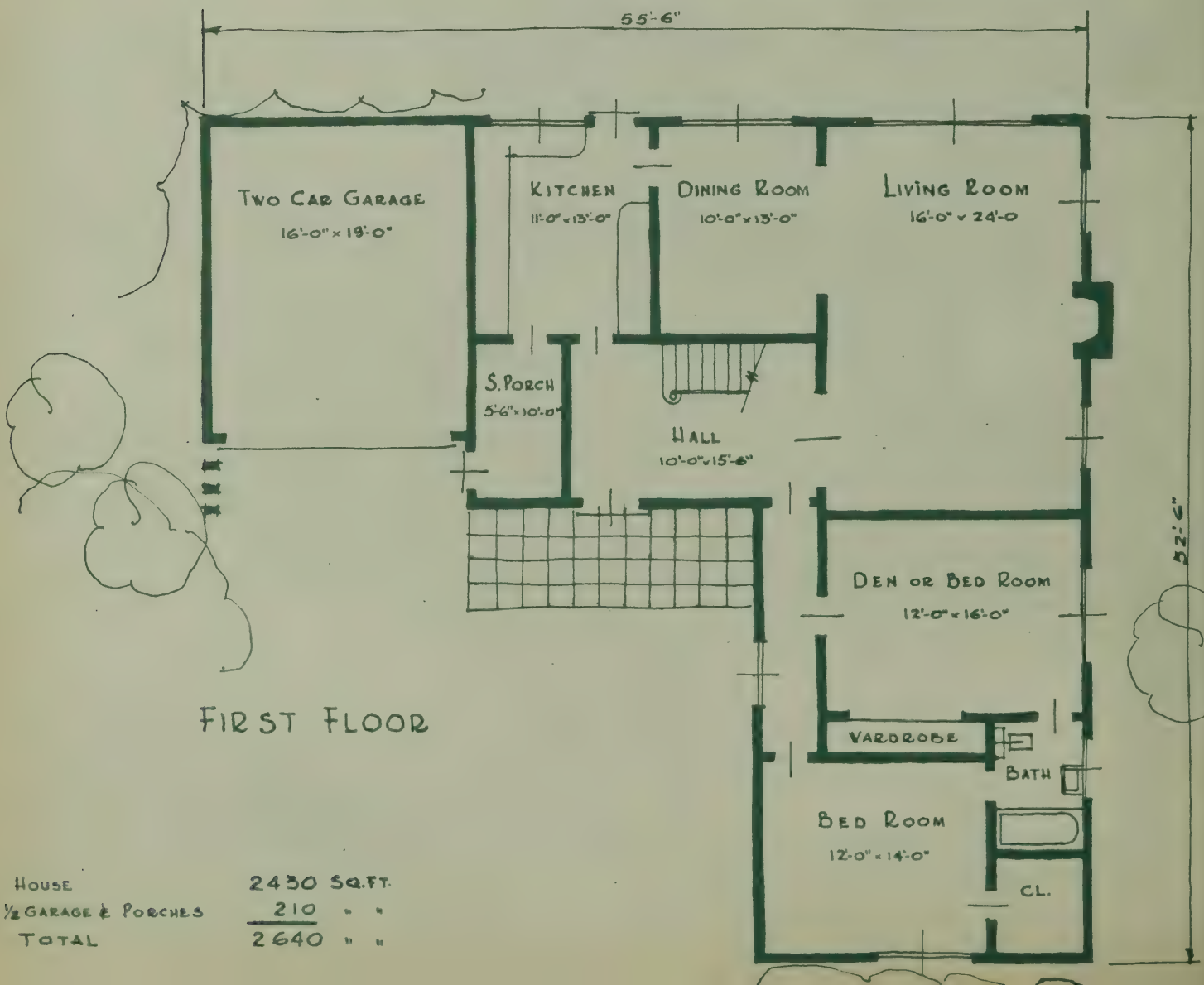
This is a fascinating concept of the formal suburban home with a colorful front garden partially protected from the street with the modern lattice grille and with the two story part of the house set back to avoid street noises.

The entire house is planned around a circular stairway which is seen from the front door and which also serves as the entrance to the garden. This arrangement gives seclusion to the garden terrace and the large windows in the living room and dining room provide an unobstructed vista into the garden. While the plan gives the impression of a large home, the floor area of the two floors is extremely modest.

The entrance hall and living room walls, ceilings and wood work would be very pleasant painted a soft green, using yellow draperies and a dark green carpet. The dining room should have a wainscot mould about 27 inches high with Chinese wall paper on the balance of the walls. Grey and yellow with small accents of green are always pleasing in a dining room.



SECOND FLOOR



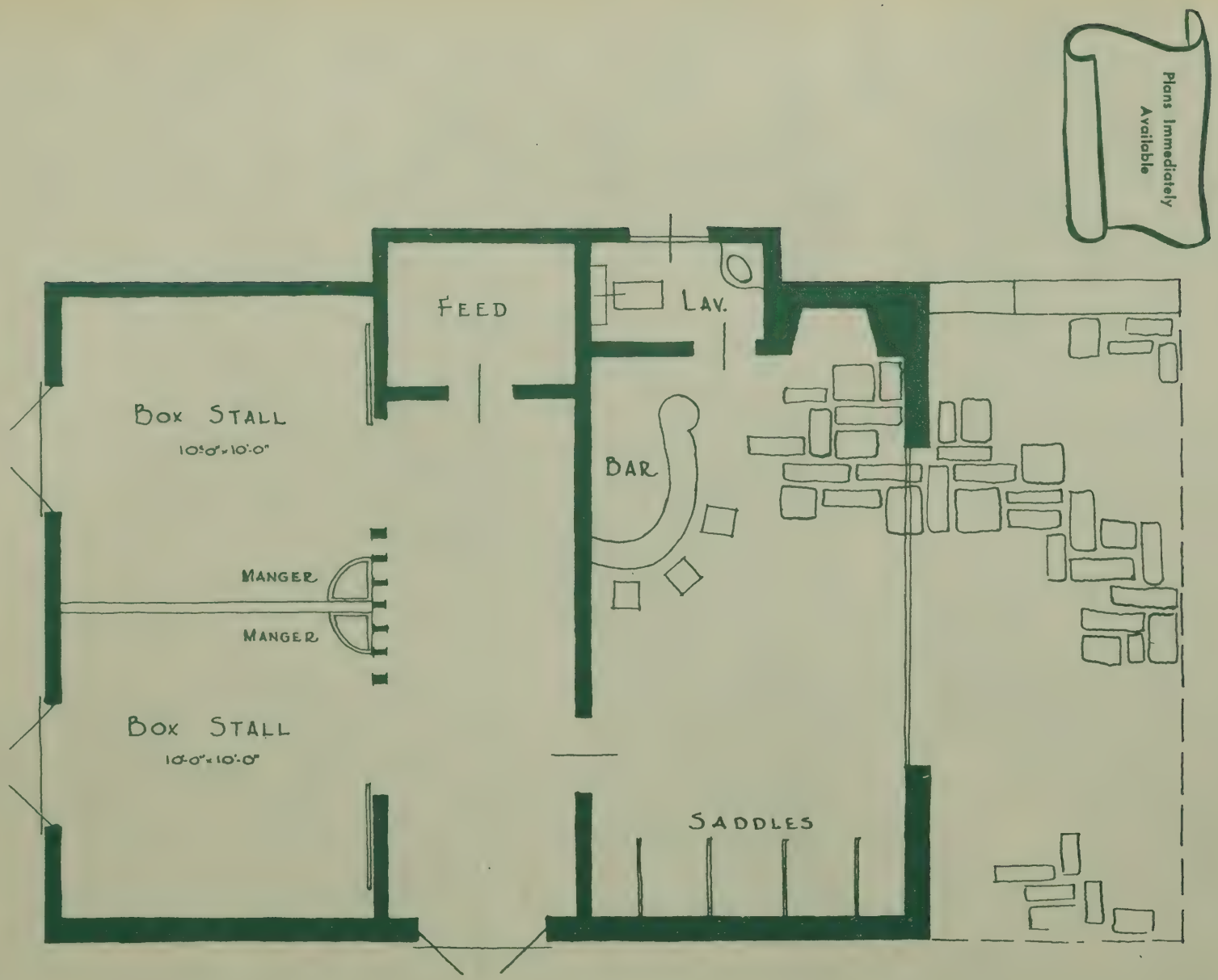
FIRST FLOOR

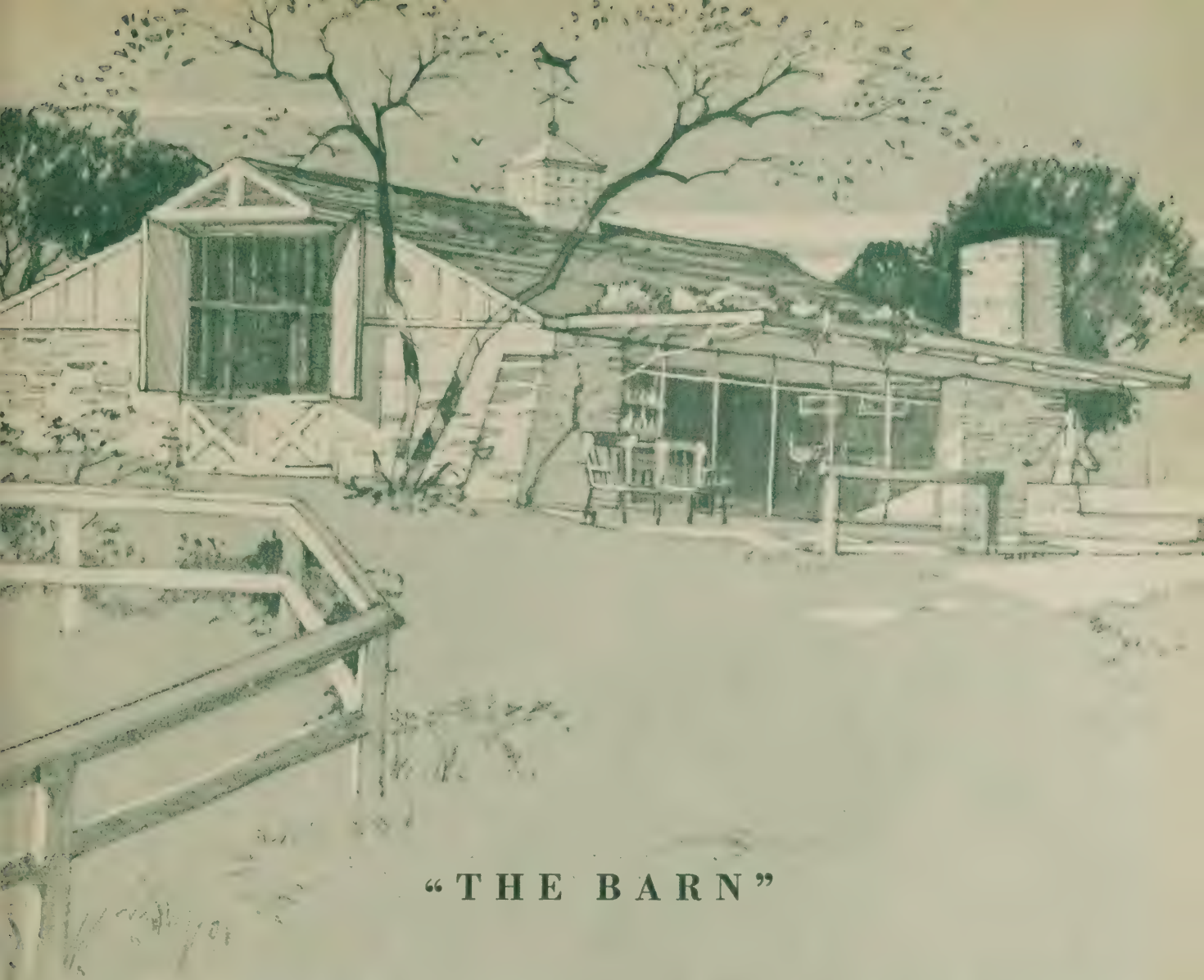
HOUSE	2430 SQ. FT.
½ GARAGE & PORCHES	210 " "
TOTAL	2640 " "

"THE ARLINGTON"

Not so long ago it was considered good planning to have a large front porch, with the living and dining rooms facing the street and with the kitchen and laundry yard occupying the entire backyard. Today's planning changes the backyard into what is now called the garden front and the house is turned around with the main rooms facing the garden and only the front door and garage facing the street.

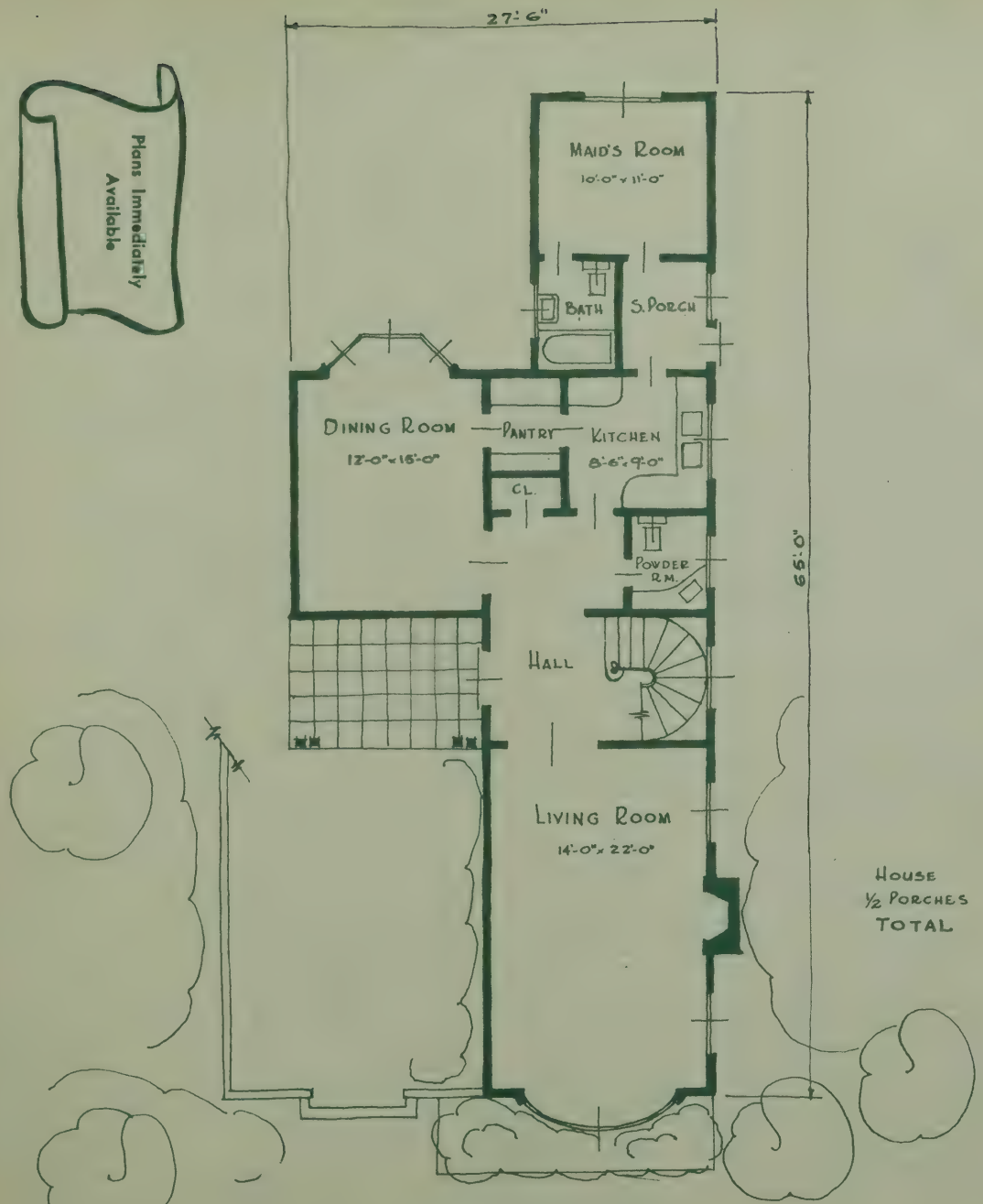
The "Arlington" is thus planned with the service door for deliveries opening onto the front garage court and the laundry door into the rear service yard, where the incinerator, laundry yard and wood shed are located. The kitchen is provided with an electric garbage disposal and the laundry is equipped with an electric clothes-dryer. This is a four bedroom home, with the central arrangement around the stairhall which is accessible to all the principal rooms. It can be built on a sixty foot lot.


Plans Immediately Available
FEED
LAV.
BOX STALL
10'-0" x 10'-0"
BAR
MANGER
MANGER
BOX STALL
10'-0" x 10'-0"
SADDLES



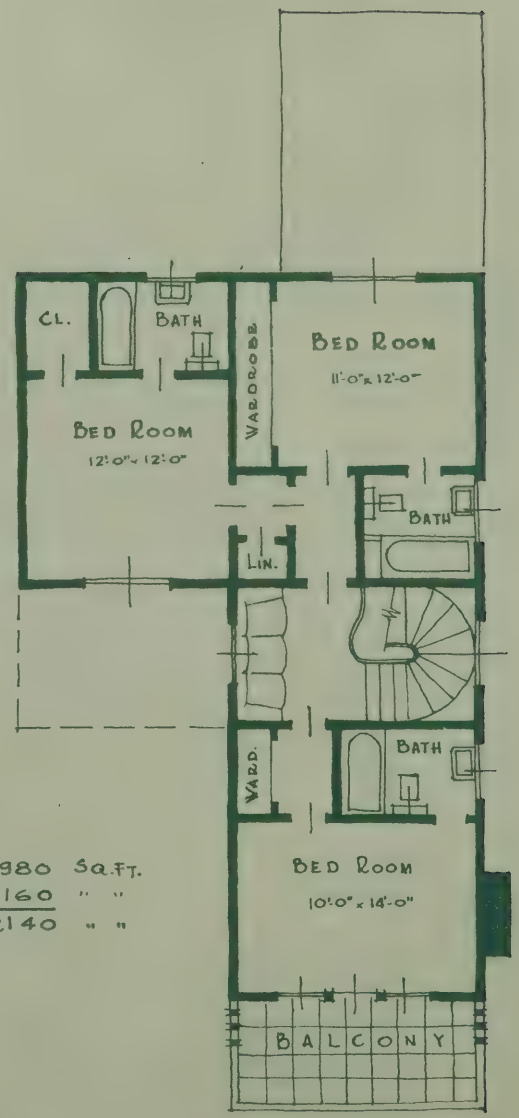
"THE BARN"

The joy of living on a farm today depends to a great extent upon the skill which is used in planning modern farm buildings. In this sketch, precedent has been abandoned and facilities provided to permit the leisurely enjoyment of the pause before-and-after riding as well as the care of the horses. In planning a stable do not use redwood or lead and oil paints, especially where the horses can gnaw as the ingredients therein are injurious. For the floor of the box-stall a well drained gravel floor is best. The feed room and corridor floors should be cement and flagstone is ideal for the "tack room", where the award ribbons, beverage supplies, and perhaps a few saddles are kept. The fire place lends a friendly invitation to linger and with the use of a metal fireback and ducts, can be used to raise the temperature of the entire barn.



FIRST FLOOR

HOUSE	1980	SQ. FT.
½ PORCHES	160	" "
TOTAL	2140	" "

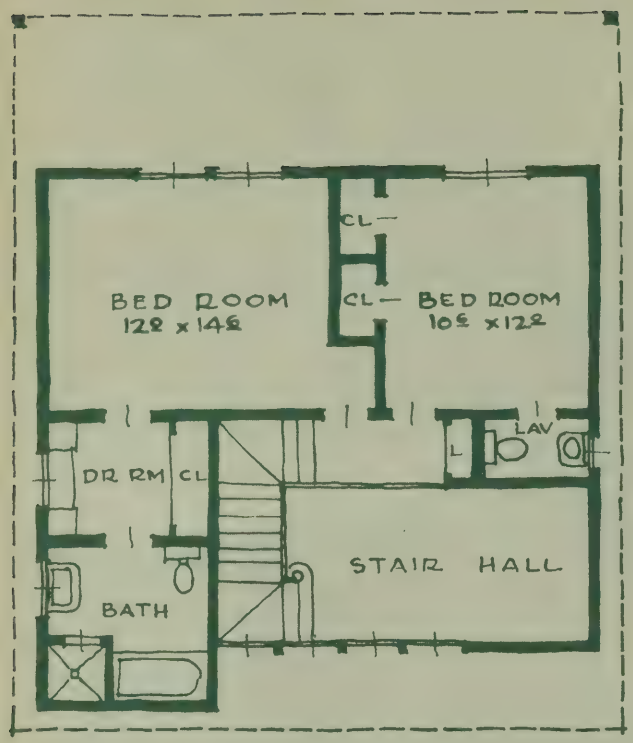


SECOND FLOOR

"NEW LONDONER"

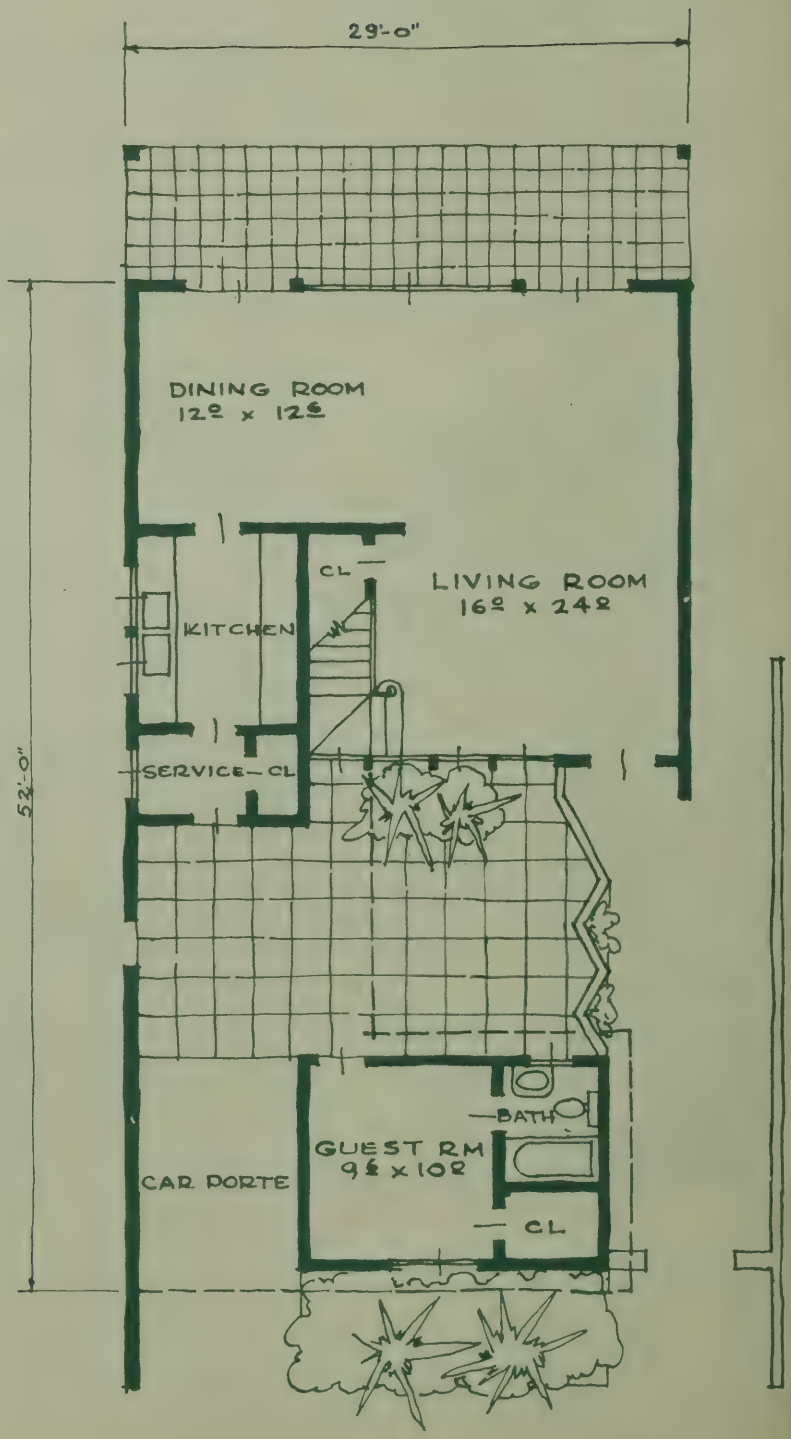
A purely traditional home built today would be a curiosity. The woodwork would be put together with wood pegs; there would be no bath rooms and the kitchen would probably be a room built about fifteen or twenty feet from the house. Domestic architecture has made great progress in the last two generations. The successful home of today is planned around the way the family lives.

The "New Londoner" is a city home for a family of four. The exterior is a frank expression of the conservative modern style. The interiors are quite severe depending upon color and well studied window arrangements rather than architectural detail. The dining room is indirectly lighted by concealed lights in the upper part of the drapery valance which throw a soft light on the ceiling. This eliminates center light fixtures and encourages the use of candles on the table at night.



SECOND FLOOR

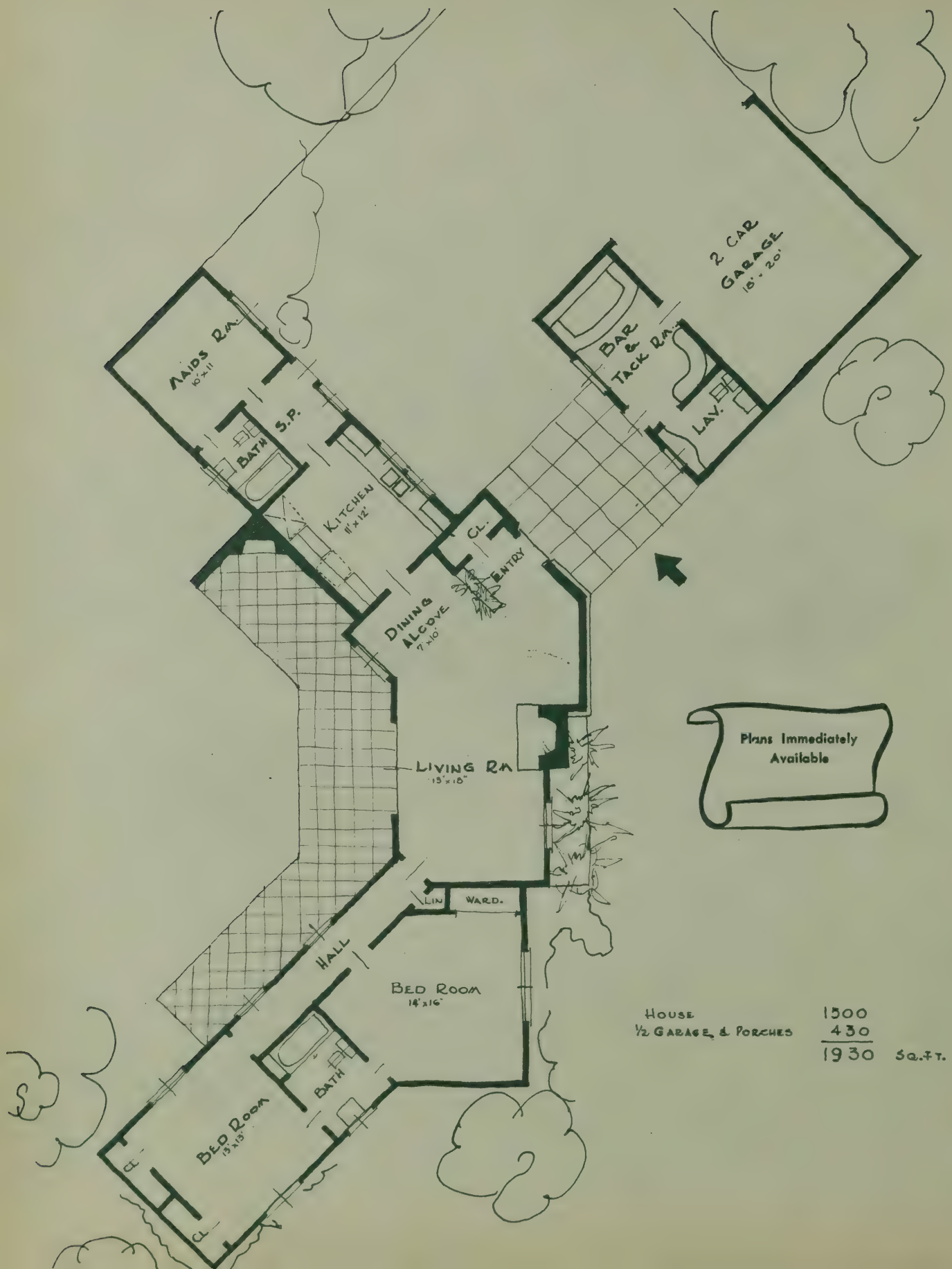
HOUSE	1650
½ GARAGE & PORCHES	250
	1900 SQ. FT.



FIRST FLOOR

"THE MARINER"

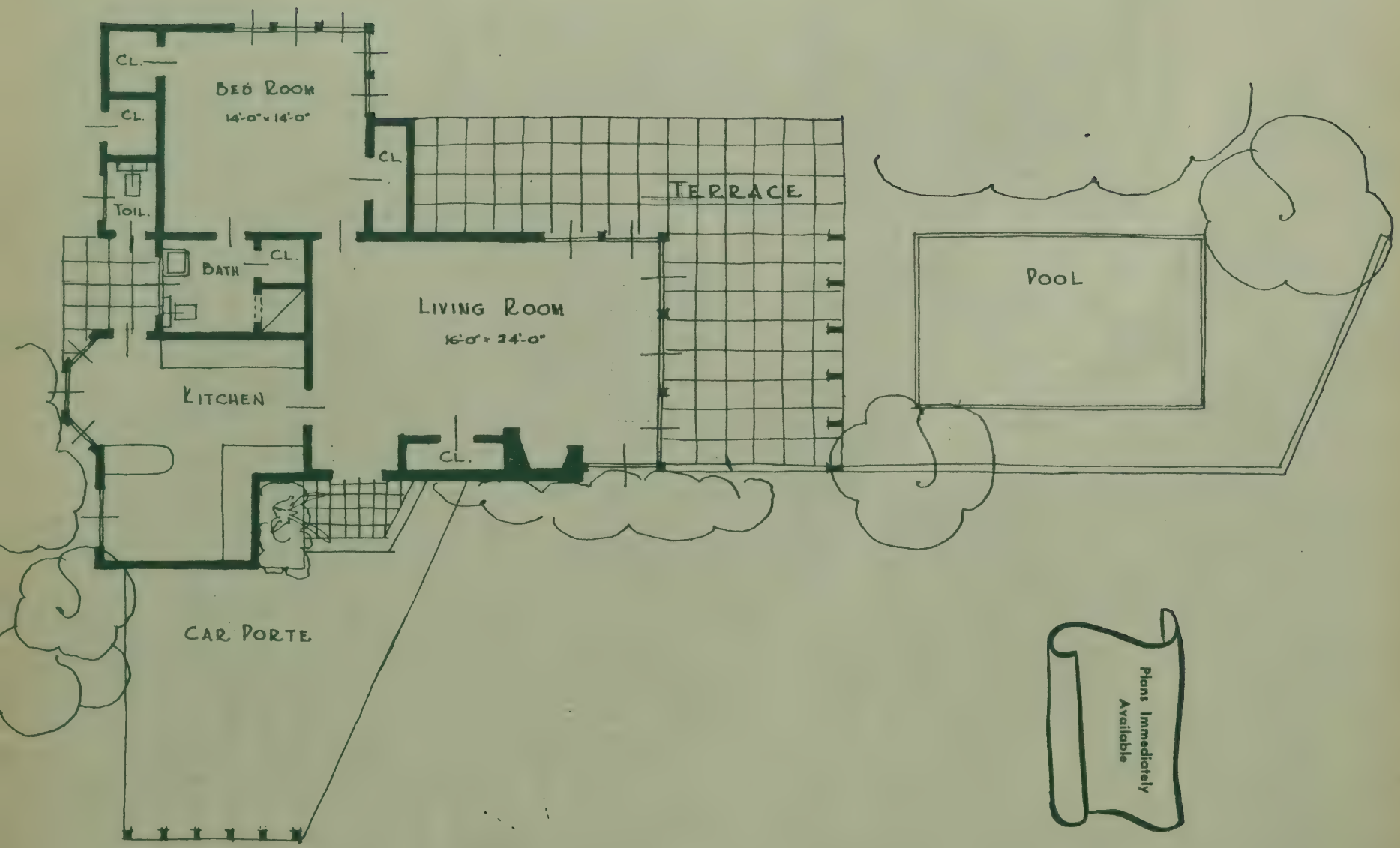
This home was designed for a seashore location where the property is not over 30 feet wide but can be adapted to wider lots. It would also make an ideal city house with the separate cottage and garage forming a protection from the street and at the same time the plan would afford privacy for the family and guest. The inner patio together with the view porch gives one the choice of a warm or cool outdoor living-space and the wide overhang protects the glass wall from excessive glare. This is an excellent example of the open plan theory wherein the floor space is planned as one rambling room and the functions of the various areas are designated by the furnishings. The Mariner was styled by A. Q. Jones, Architect.



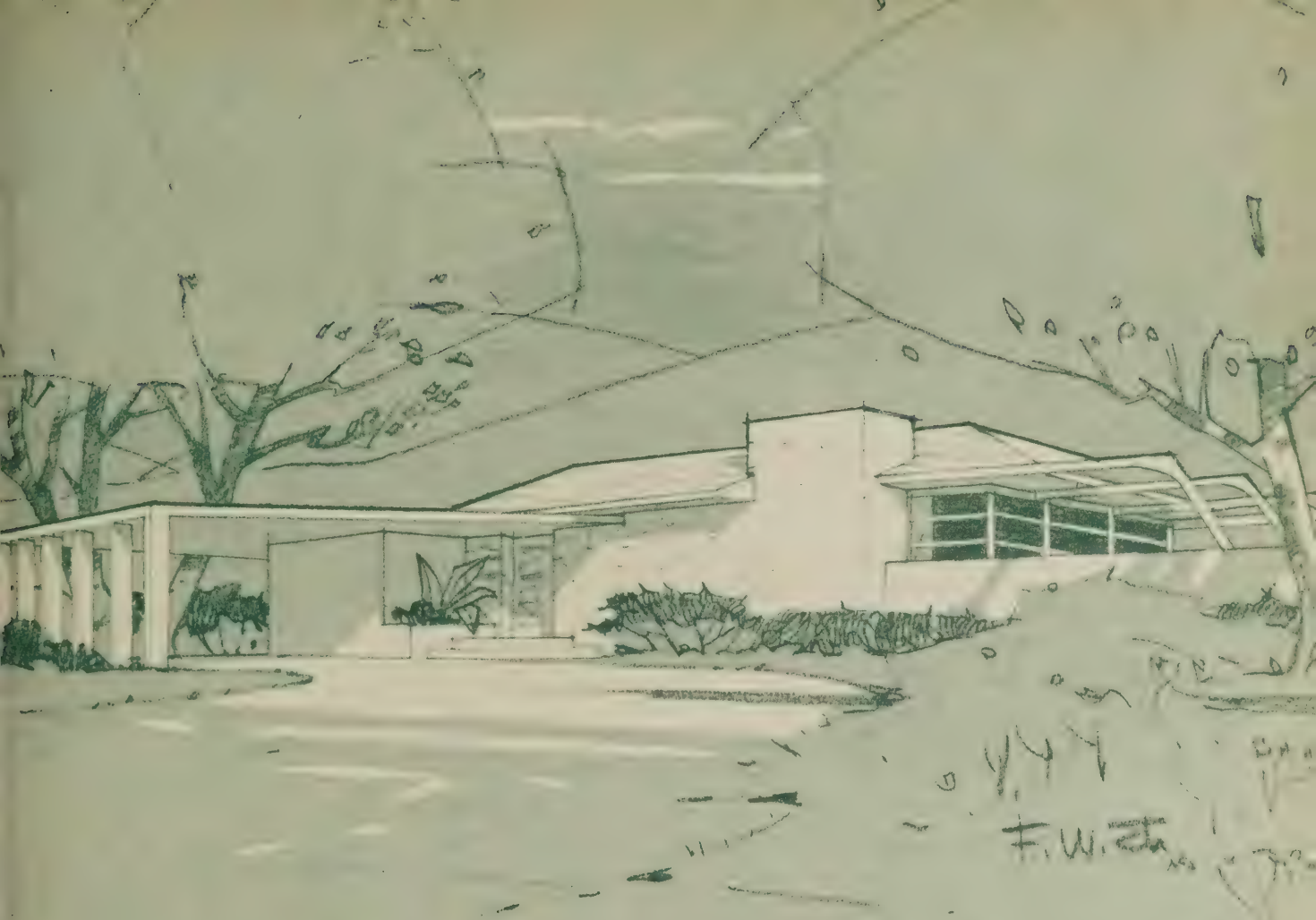
House	1500
½ Garage & Porches	430
	1930 Sq. Ft.

"RANCHO SANTA FE"

The Modern influence is invading the farm. Instead of the square conventional farmhouse of yesterday, we find more thought being given to the needs and comforts of the farm-family. The automobile and station wagon now have a convenient modern shelter adjoining the house, in lieu of the old carriage space in the barn. The most notable change is that more thought and consideration are given to the leisure hours that the farmer will have when he develops his mechanical farm. The tack room in the garage can be a combination office and refreshment room. The farm kitchen can have a modern production line of electric appliances and still retain the lure of the old fashioned kitchen. Local field stone combined with a rough stained redwood siding would make a very pleasing combination for this rural home.

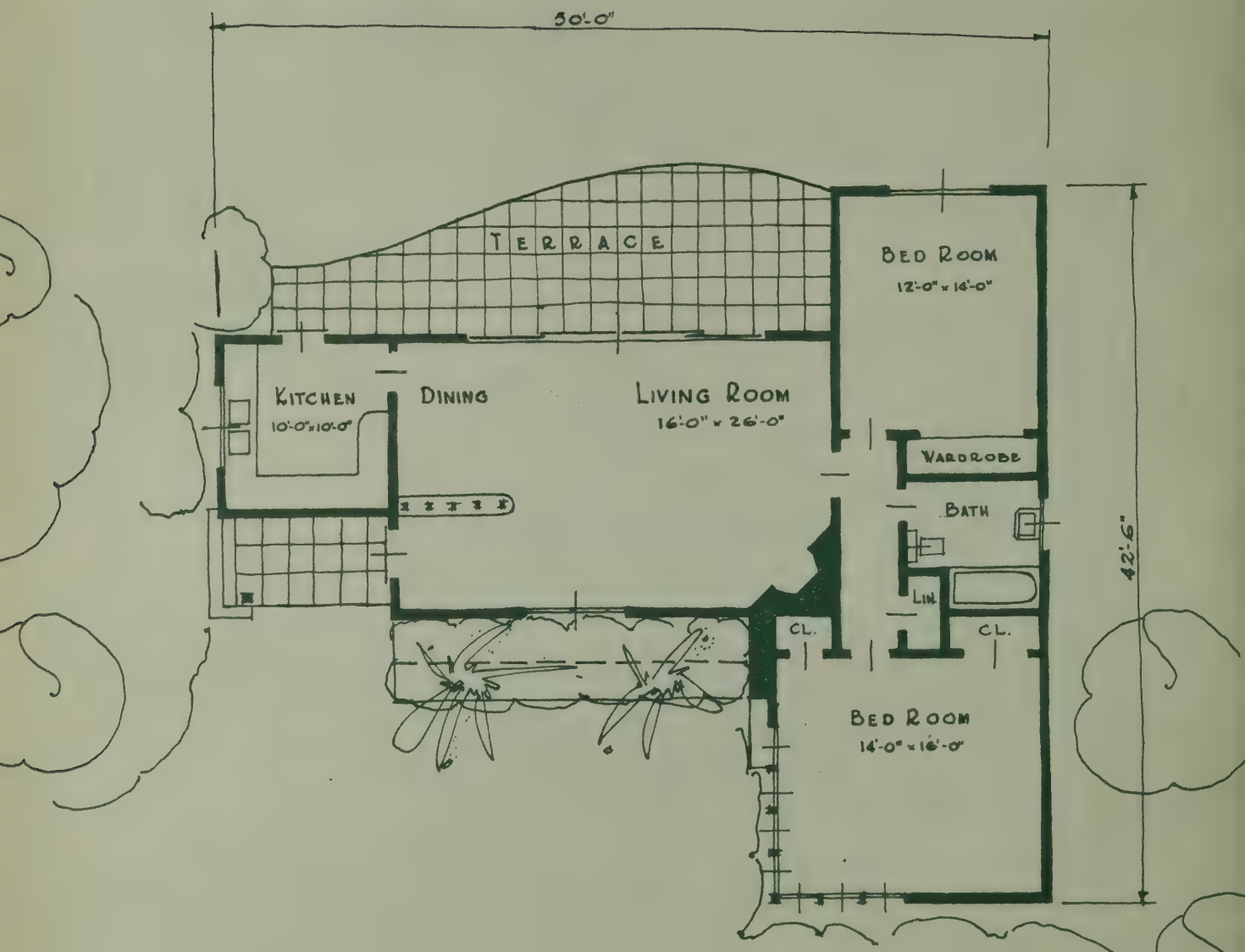


Plans Immediately Available



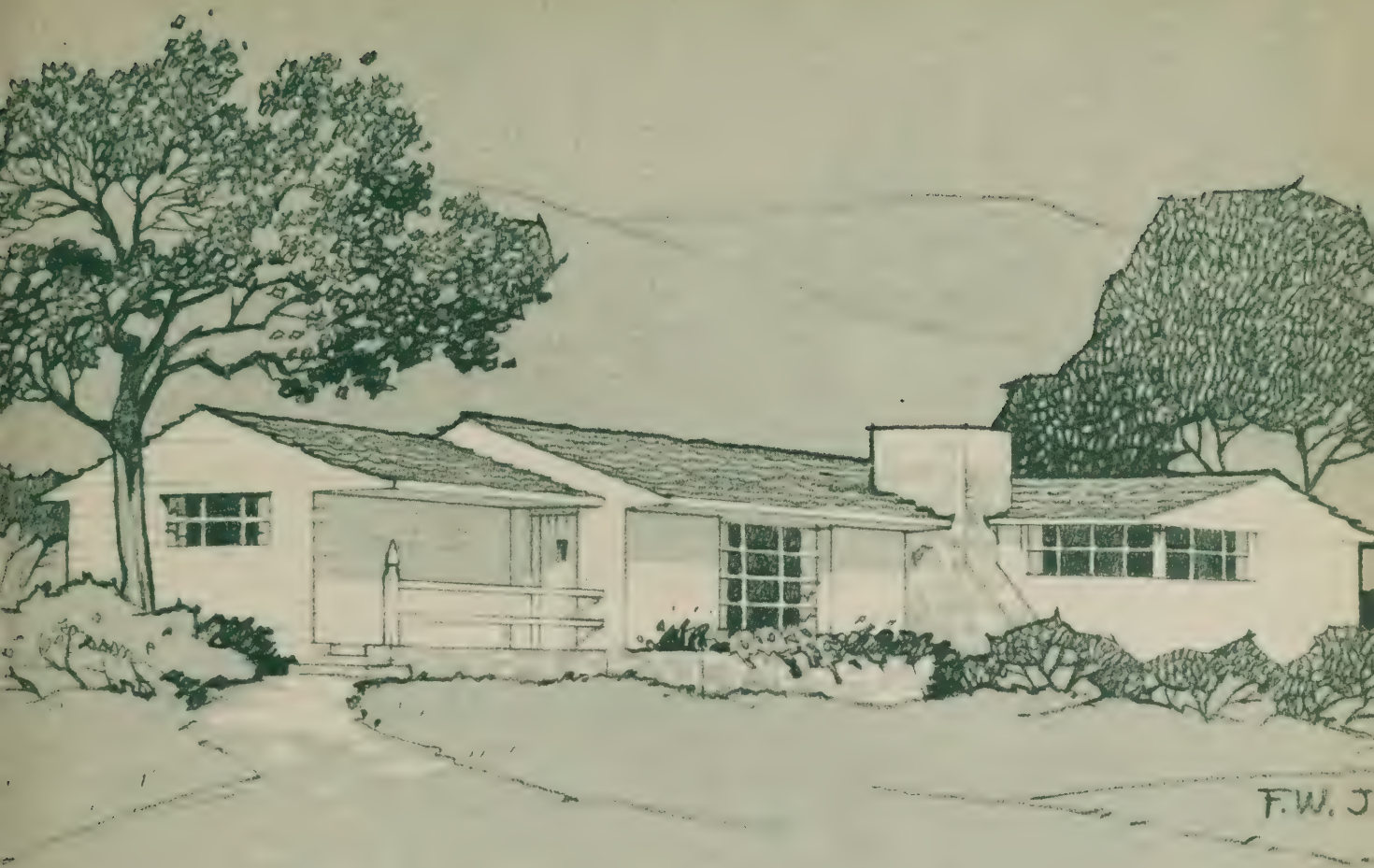
"THREE ROOM ESTATE"

A tiny estate just out of town is ideal for the bachelor who enjoys friends. The terrace-swimming pool combination has a touch of continental smartness. The kitchen is friendly with a snack bar and beverage cabinet wherein each guest is provided with apron or chef's cap. It is an overnight-guest-proof house since it has only one bedroom, thus out-of-town guests are sent to the village hotel. Later, if desired, a separate guest cottage could be built at the far end of the swimming pool. The porte cochere is roomy enough to park the owner's car and still permit guests to arrive under cover. The exterior walls should be faced with field stone using the thin edge exposed, in lieu of "shiners". The roof should be thick hand-split cedar shakes.



Plans Immediately Available

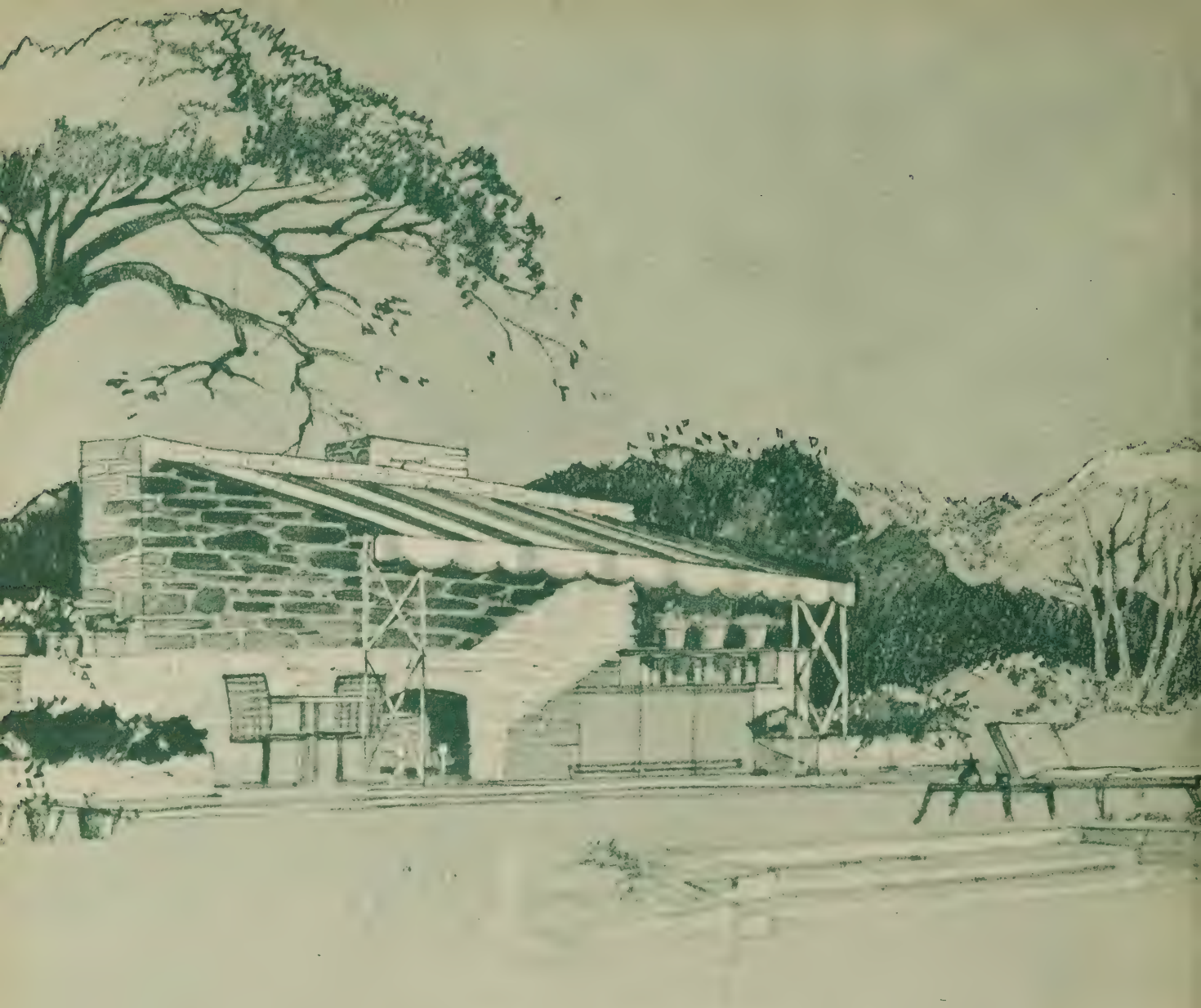
HOUSE	1170	SQ. FT.
½ PORCHES	20	" "
TOTAL	1190	" "



"MEADOWBROOK"

A little place in the country where the main portion of the house is devoted to a large rambling living room is the dream of many city dwellers. An interesting feature of this home is the flexibility possible in the placing of the house on the property. If the kitchen faced the street a 40 foot lot would suffice; if placed on a half-acre the broadside should face the road.

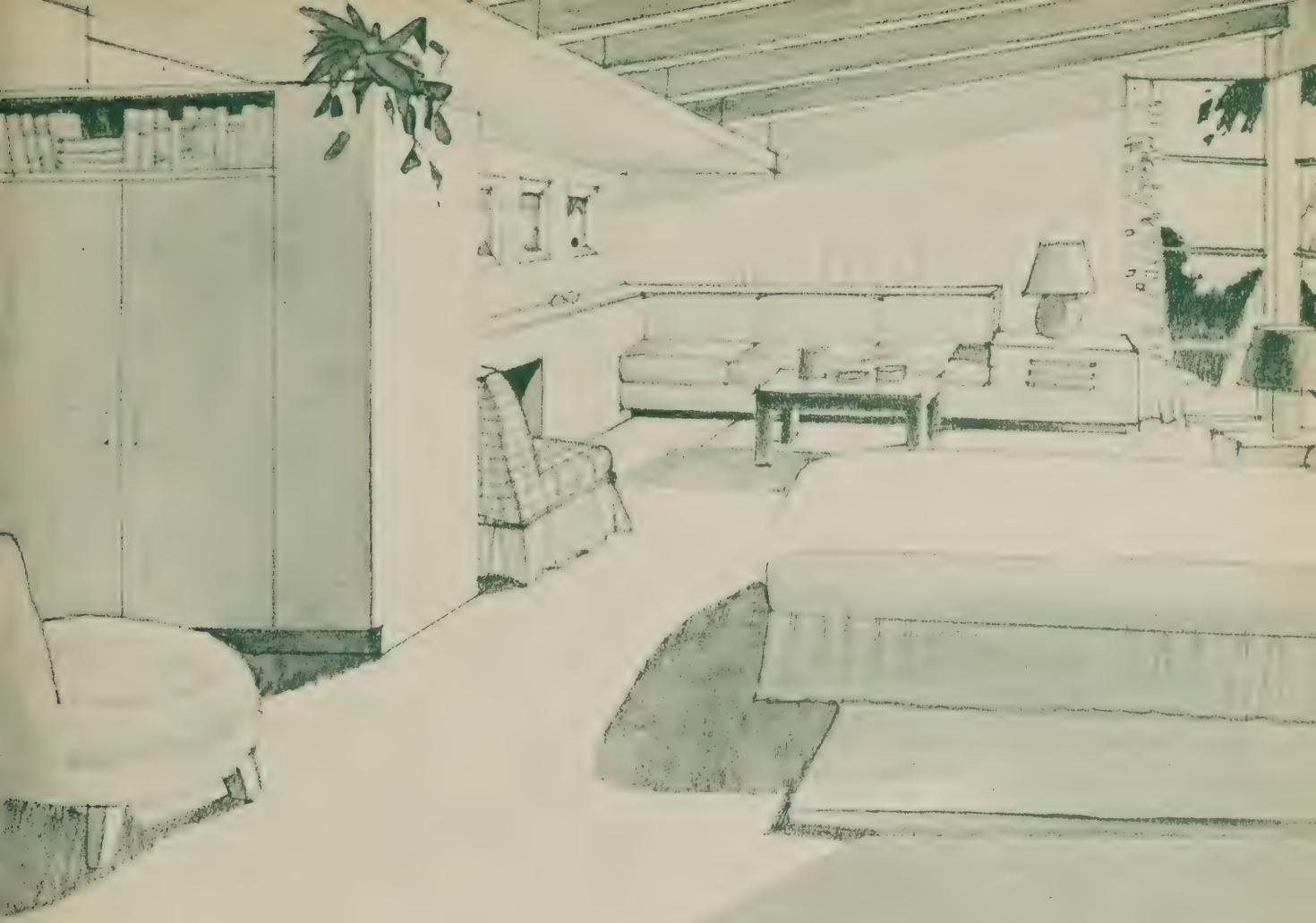
The exterior design is Pennsylvania farmhouse with a modern influence. The plan is definitely modern with space-heating, prefabricated kitchen equipment and a minimum of waste space. The first thing one notices when entering the front door is the friendly corner fireplace and the book alcove at the end of the room. An additional bedroom can be added to the rear of the book alcove and a service wing can be extended off the kitchen even after the house is completed.



"THE BARBECUE"

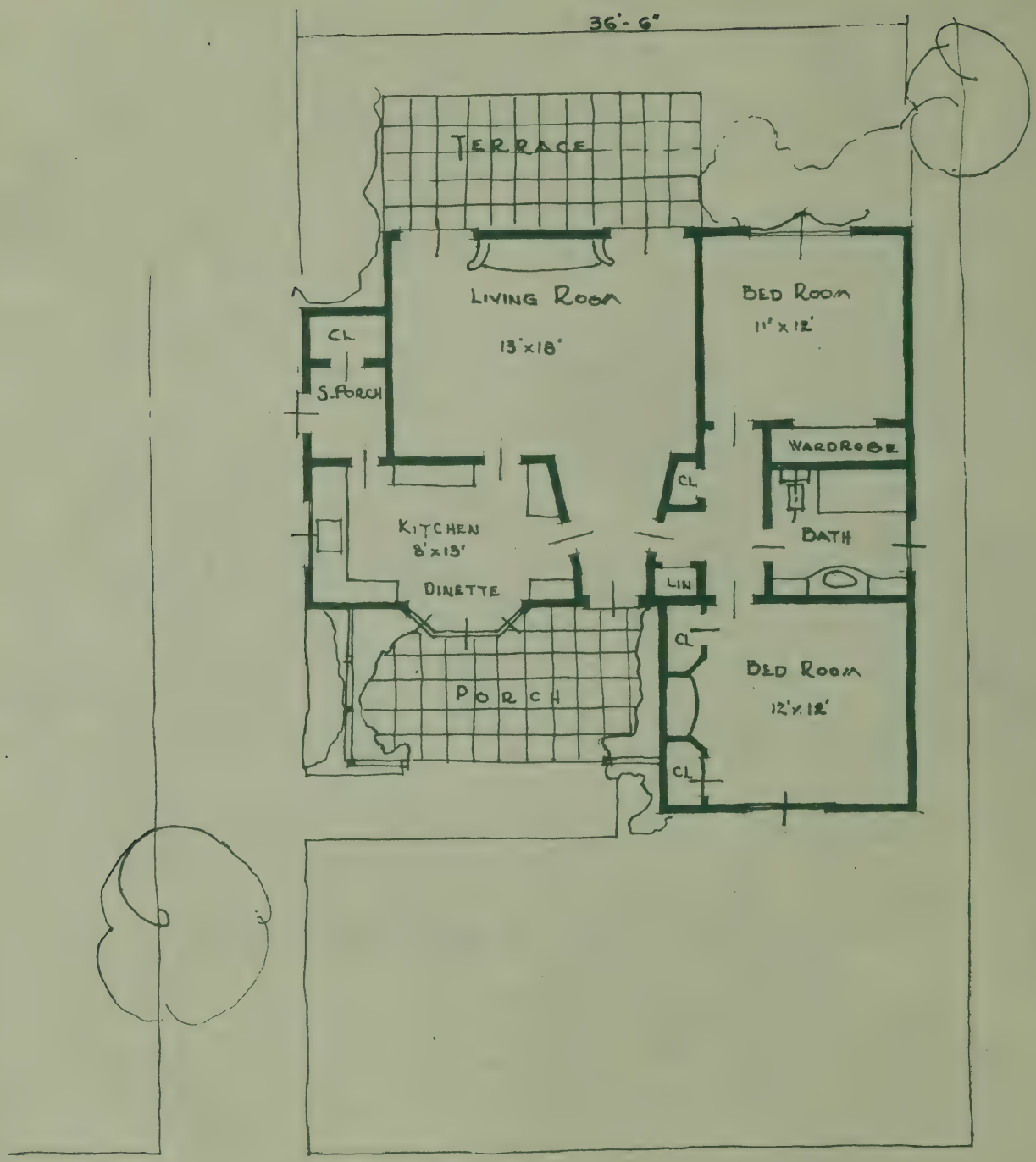
"A picnic in your own garden" should be the title of this picture. While the sketch indicates a summer house with fireplace, barbecue and refreshment bar, it does not mean that the same delicious flavor cannot be obtained by using more modest outdoor cookery, if desired.

The secret of barbecuing is to build the right kind of fire. The best fuel is hickory, oak, or charcoal, and for best results in grilling a steak the fire should be about seven inches below the meat. Don't put the meat on until the flame has turned to glowing coals. Sear the steak quickly on both sides and baste with barbecue sauce made of olive oil, vinegar, salt, pepper, garlic or grated onions. Turn the steak frequently but do not puncture the crust as this will permit the juices to escape.



"TOMORROW'S BEDROOM"

A sitting room with a bed at one end is a good start in planning the bedrooms in your new home. It is also an idea to keep in mind when you remodel the old home. Much can be accomplished by adding deep bay windows, rearranging the furniture, replacing the tired bedroom set with built-ins and small lounging chairs. Plan a corner where you can gather your books around you, with a telephone and radio plug within reach of an easy chair spot-lighted for reading. If possible enlarge the room by replacing the closet with a built-in wardrobe, thus creating an alcove in the room. Whether you use wallpaper or select a soft blue for the walls and ceiling, will depend upon how sophisticated you wish your room to appear.



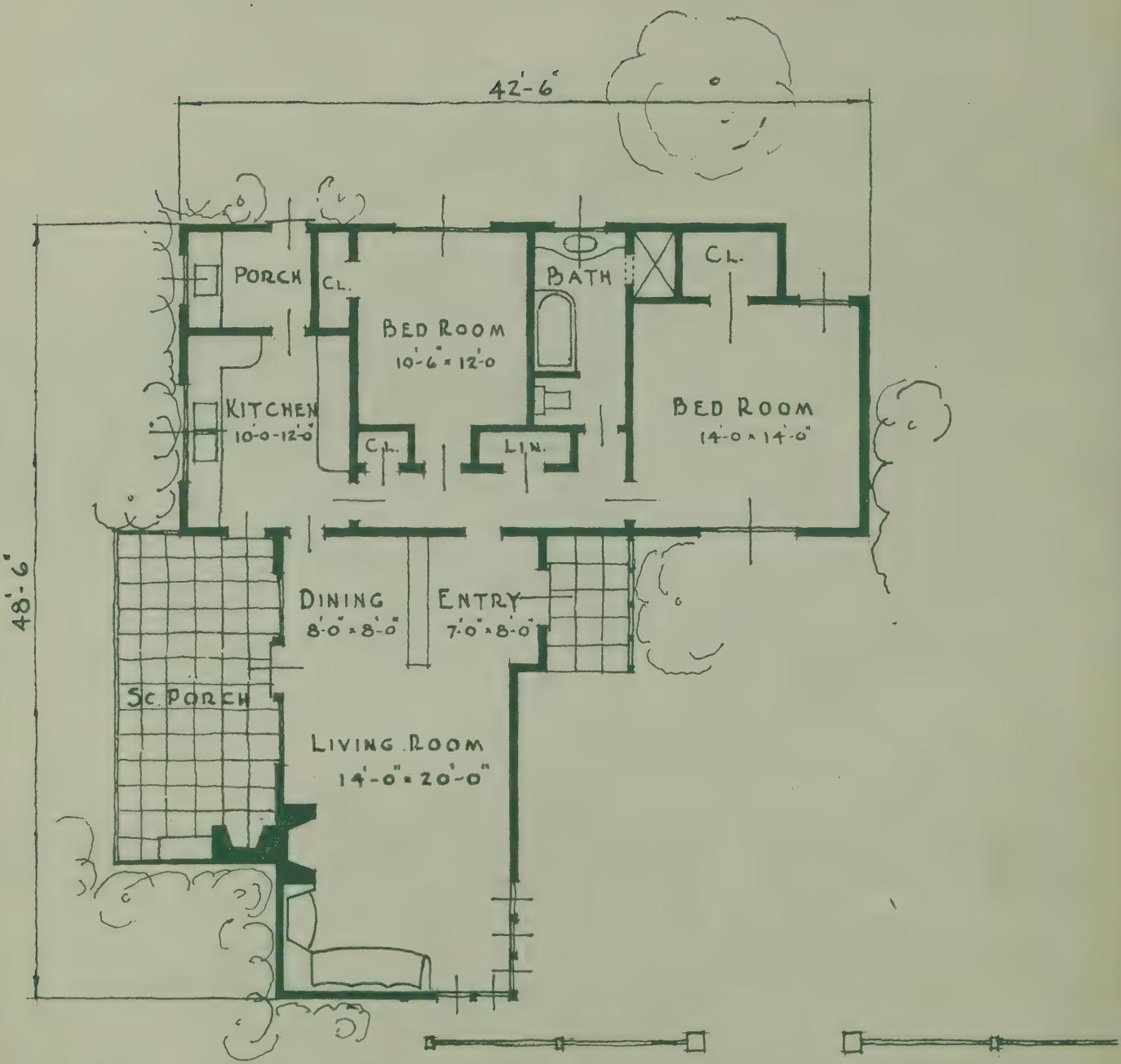
Plans Immediately Available

TOWN COTTAGE

HOUSE	980	SQ. FT.
½ PORCHES	110	
TOTAL	1090	

"TOWN COTTAGE"

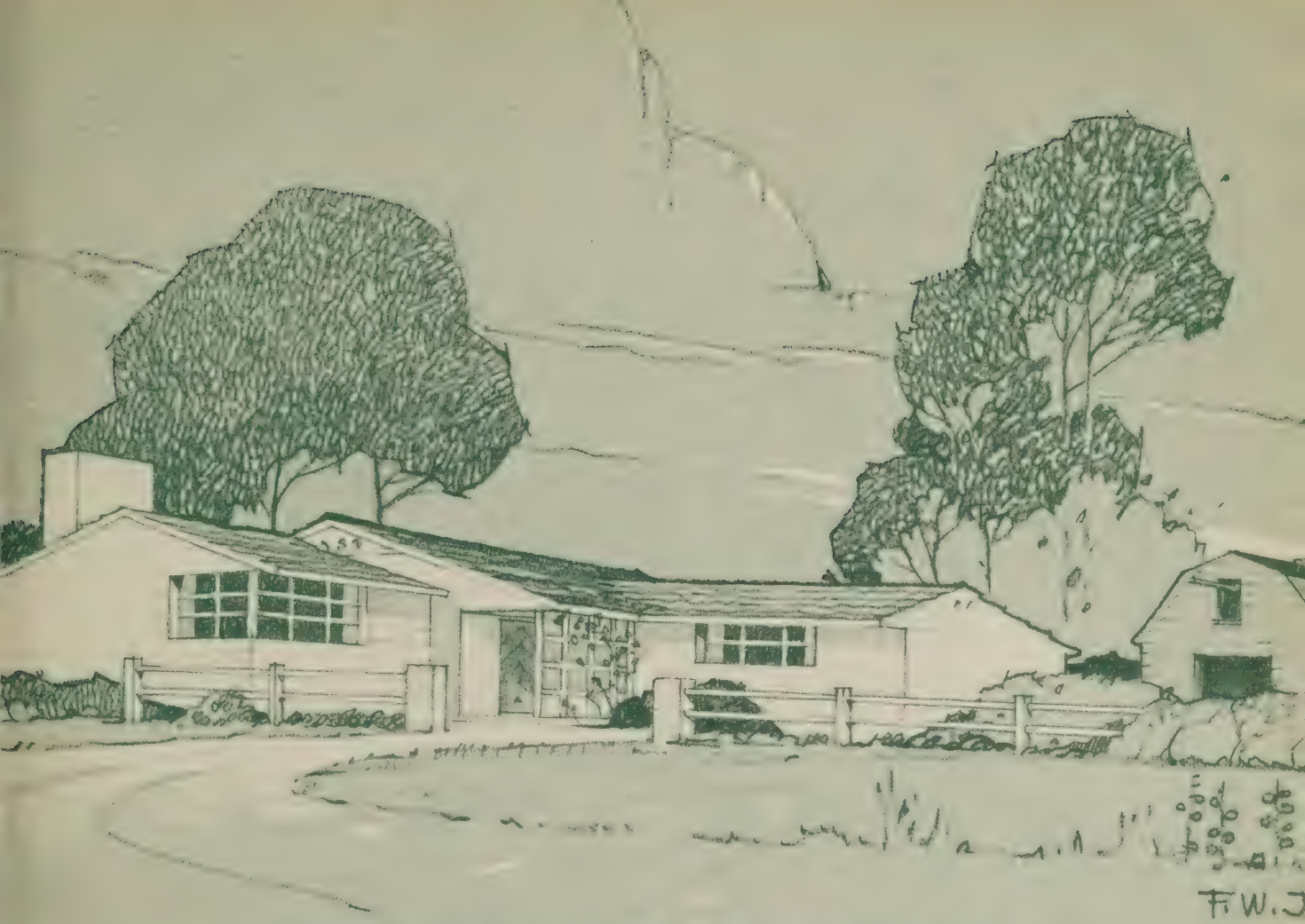
Here is a two bedroom cottage with less than 1000 square feet of floor space. The kitchen has been made very important by the addition of the bay window which commands a pleasant position under the rose trellis and can be used as a sewing alcove, dining nook or just a place to sit and watch the traffic go by. The arrangement not only simplifies housekeeping but reduces traffic through other rooms. The entrance hall is well located and is really part of the living room. With this compact arrangement, one space heater located in the hall should heat the entire house. The louvered panels which support the rose-trellis provide cross ventilation and protection against a strong breeze. Various prefabricated wall and roof materials may be used in this house.



Plans Immediately Available

MIDWEST FARMHOUSE

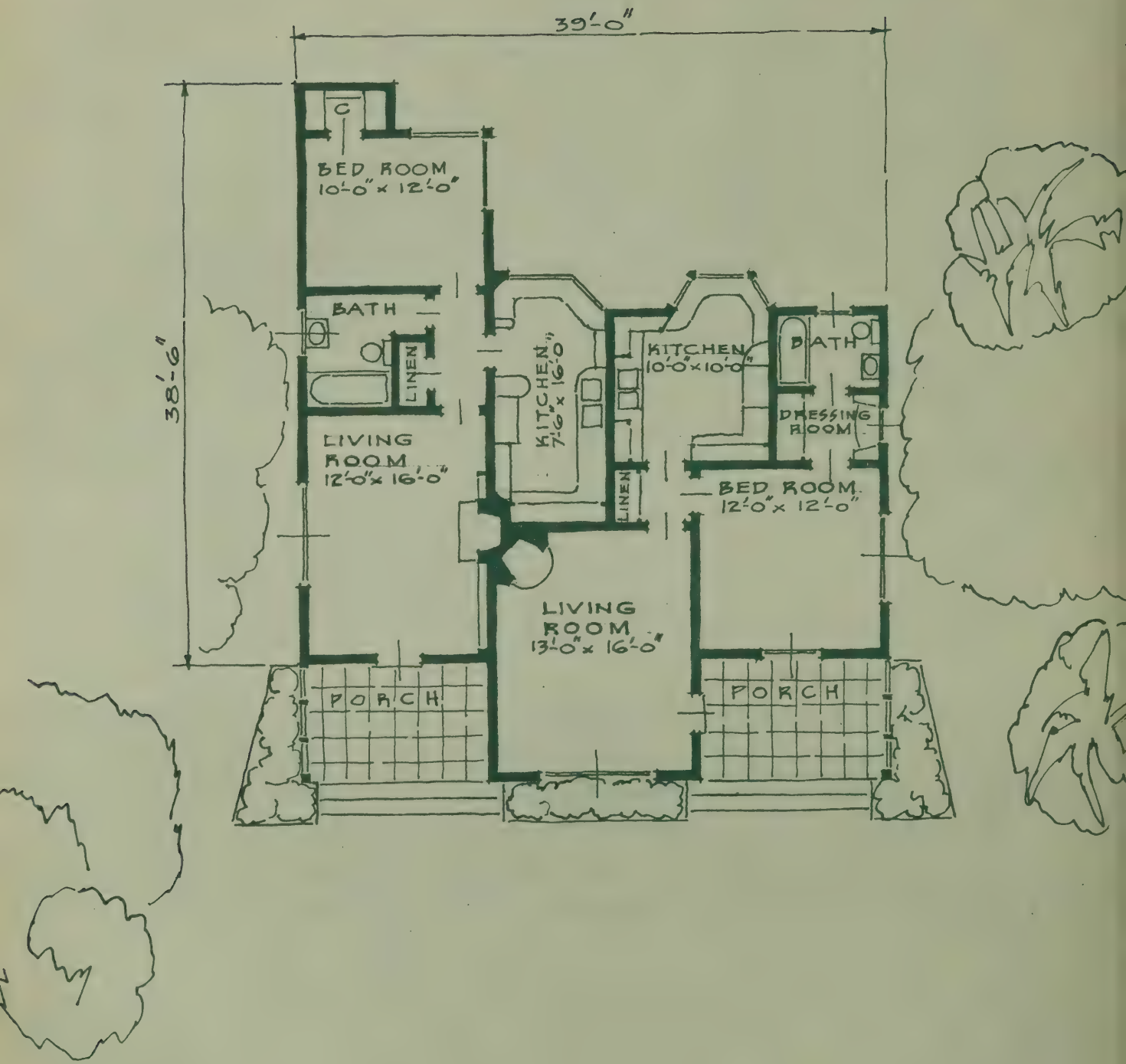
HOUSE	1200 SQ. FT.
½ PORCHES	140 " "
TOTAL	1340 " "



"MIDWEST FARMHOUSE"

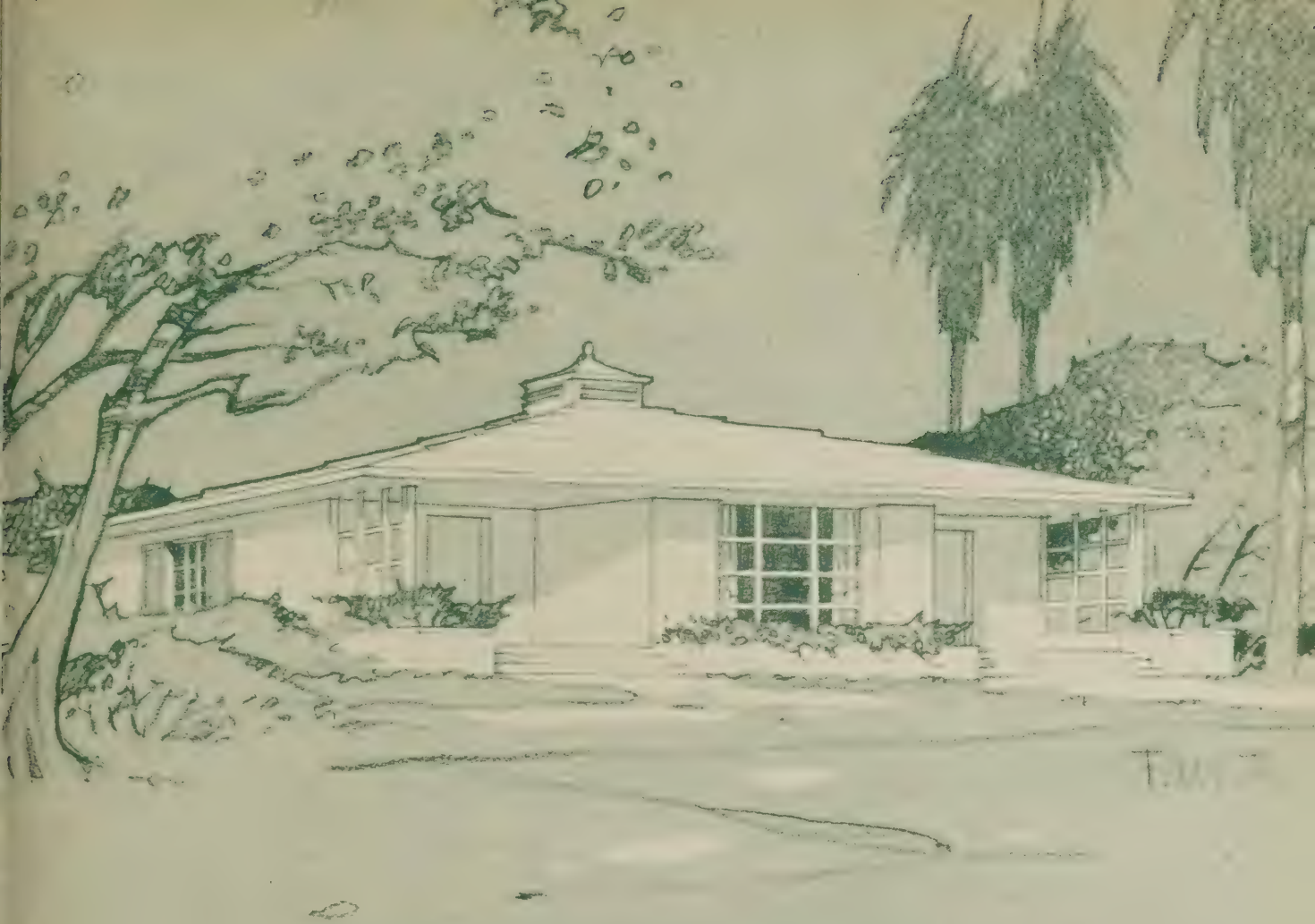
This plan is designed for a full-time farm with a stable, paddock and vegetable garden where the family can enjoy real comfort and freedom from city cares. While not a big house, all the rooms are quite generous in size. The living room has honey-color pine walls with a large braided rug on a dark brown plank floor, with maple or pine furniture. The dining end of the room features a provincial sideboard. The summer outdoor extension of the living room is screened and has a barbecue and electric grill for all types of cooking.

The exterior walls are covered with hand-split shingles painted white; shutters and front door are painted tomato red. A burgundy shingled roof and white-washed split-rail fence lend the final pleasing rural touch.



Plans Immediately Available

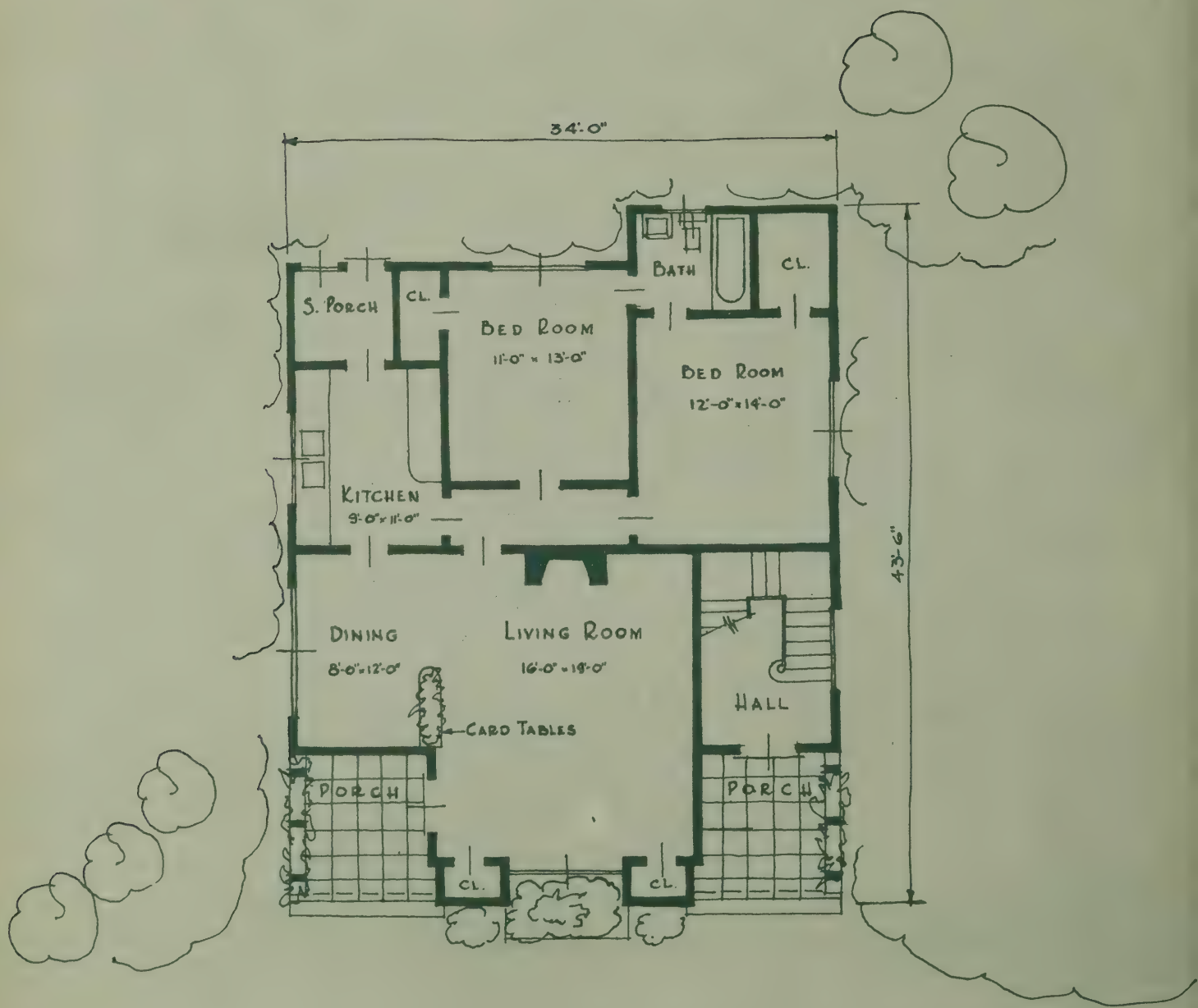
1210 SQ. FT.



"LIDO ISLE DUPLEX"

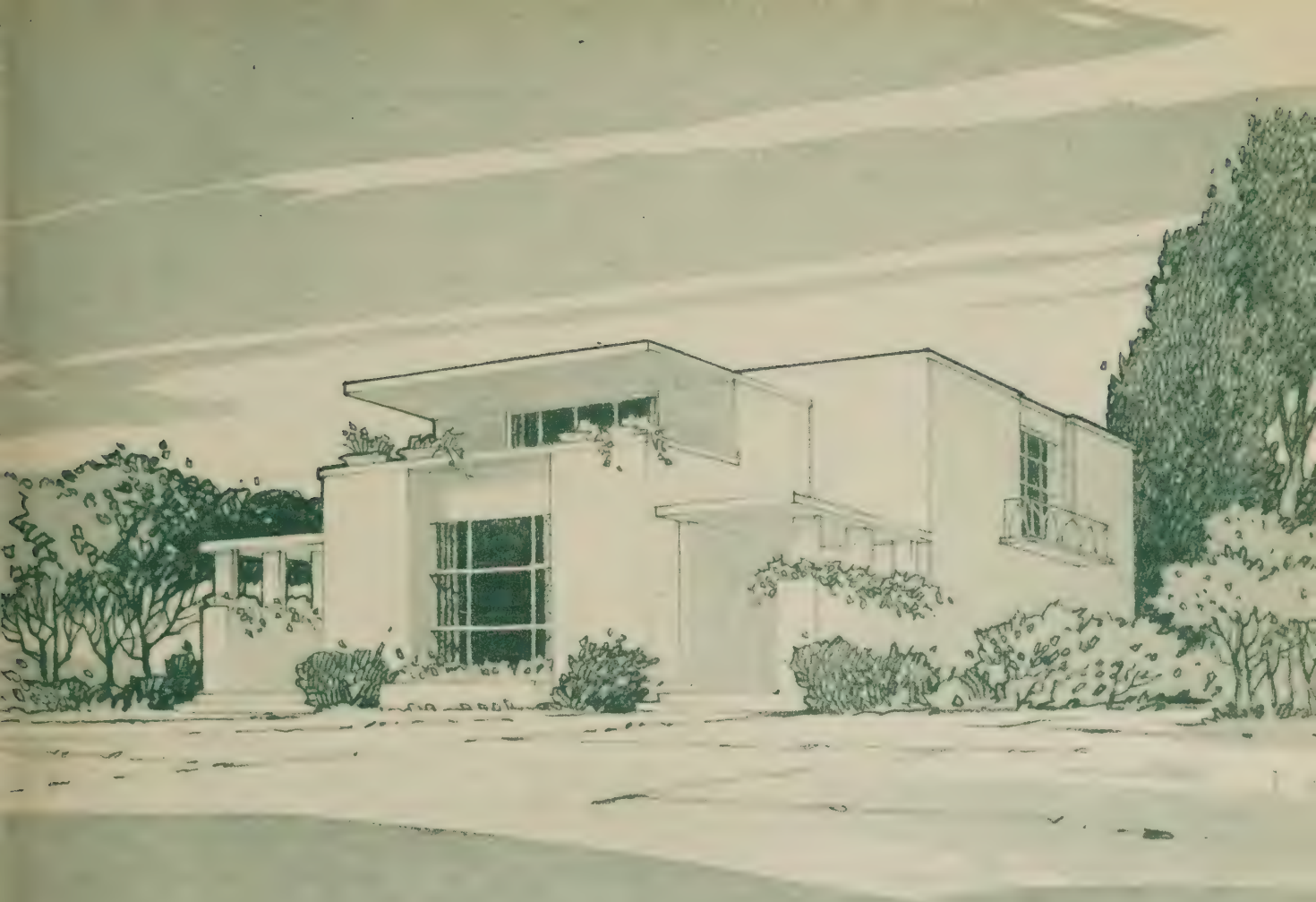
This duplex is admirably adapted to either resort or city living where the owner wants a combination home and income. It is also especially practical as a honeymoon apartment. The wall between the two apartments should be well insulated for sound, and for a small additional cost the ceilings of both apartments could be insulated against both heat and cold.

The living rooms are spacious and arranged so that a fireplace can be added to each apartment, using the one chimney. This style of exterior is ideal for the use of color. A Nile green or coral colored stucco wall with white trim and a roof of white asbestos shingles would give a pleasing appearance. The low pitched roof and the wide overhang lends the modern touch.



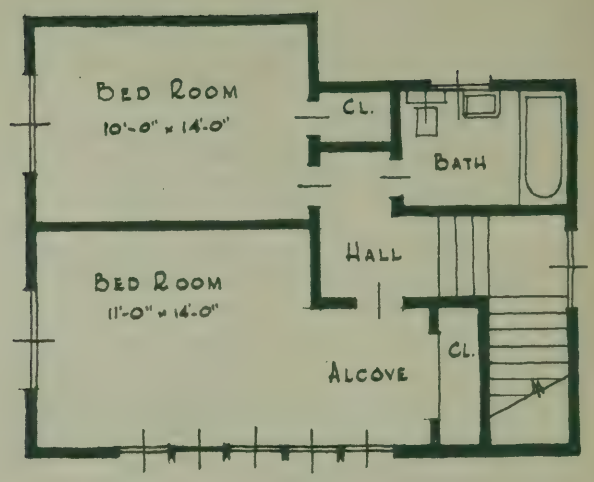
Plans Immediately Available

HOUSE	2400	SQ. FT.
½ PORCHES	100	" "
TOTAL	2500	" "

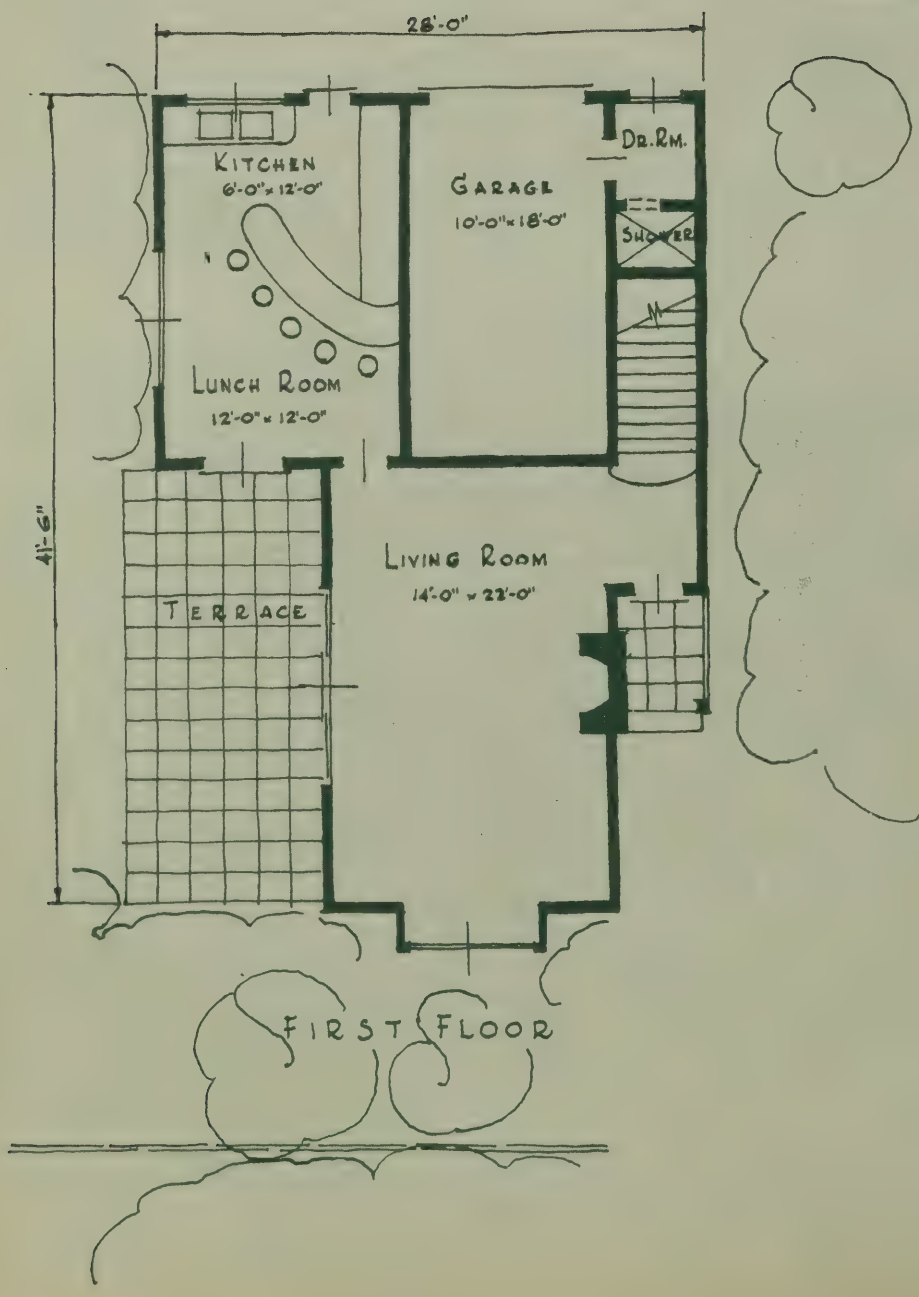


"THE ZEPHYR DUPLEX"

A duplex is often the answer for a city lot too valuable for a single family residence. Planned for a narrow lot this two family home has a separate entrance porch to each suite. The upper apartment can be attractively furnished as a penthouse, with sliding glass doors opening onto the covered veranda. In furnishing these apartments use a soft ice-blue on the walls and ceiling of the living rooms with chintz draperies in blue-green, yellow and white. The carpet should be a dark blue with the sofa upholstered in a chintz similar to the draperies. One bedroom should have coral walls with a light blue carpet and organdie draperies and the other a painted wainscot twenty-seven inches high with plaid wallpaper above so that it can be furnished as a study or guest room.



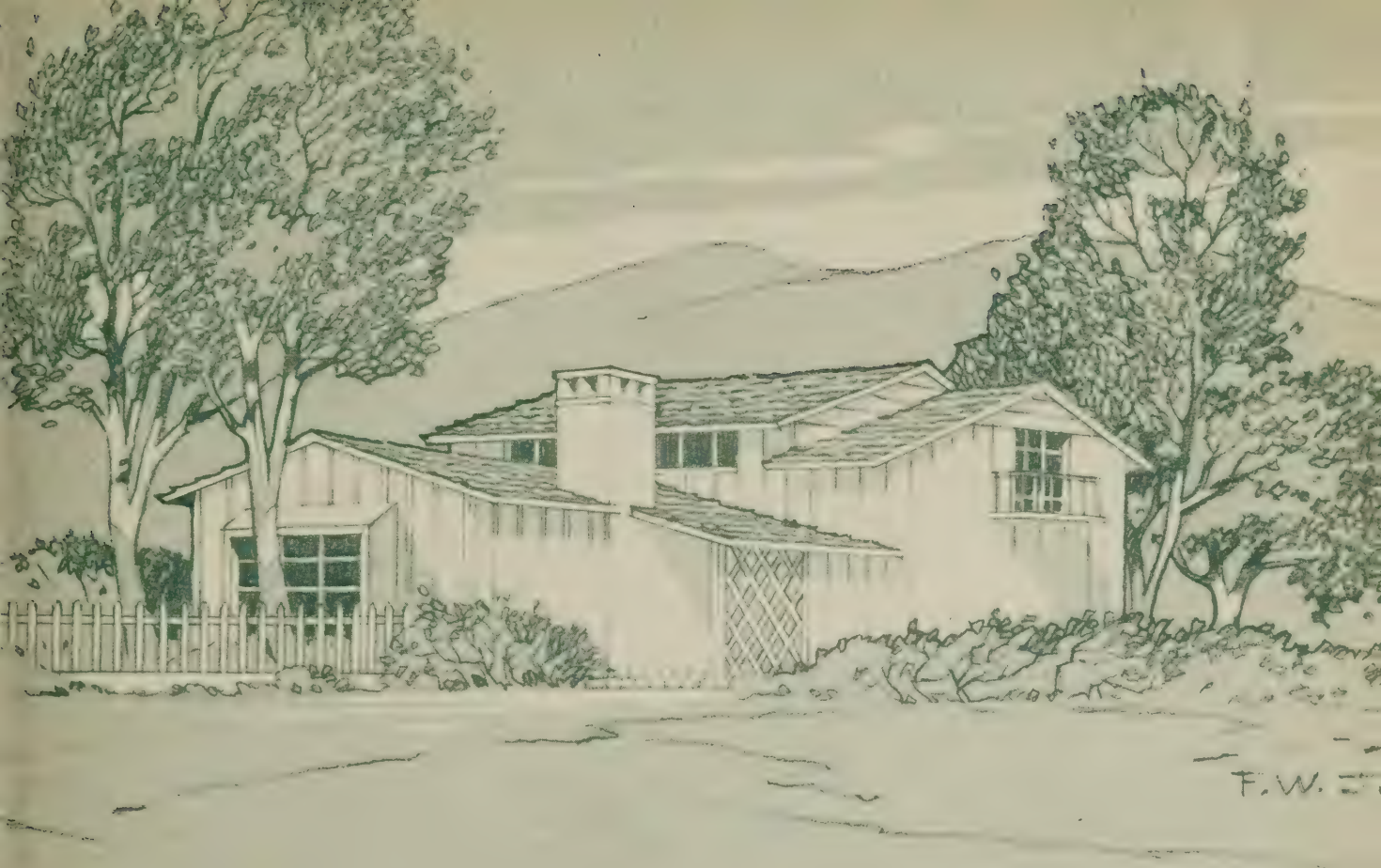
SECOND FLOOR



FIRST FLOOR

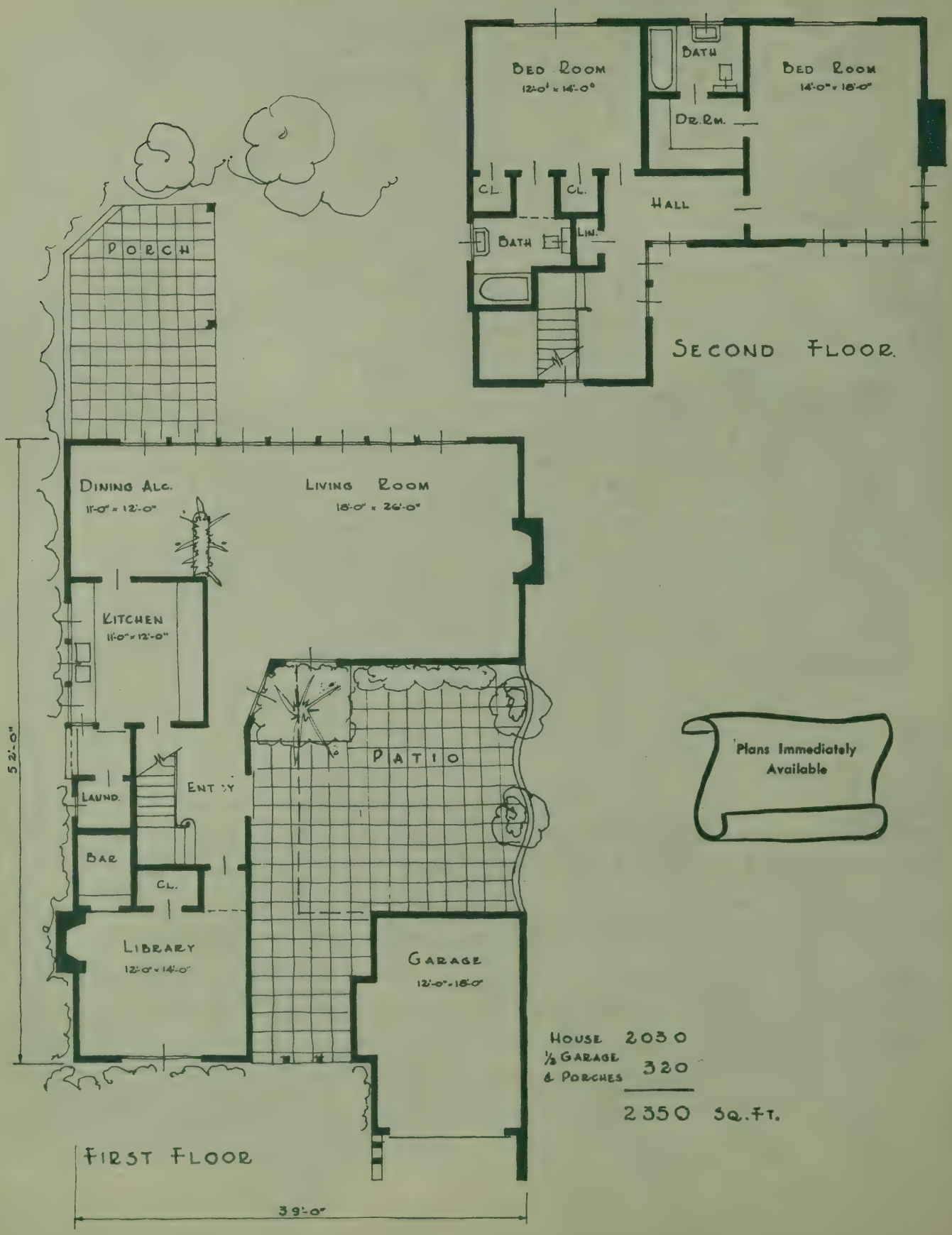
Plans Immediately Available

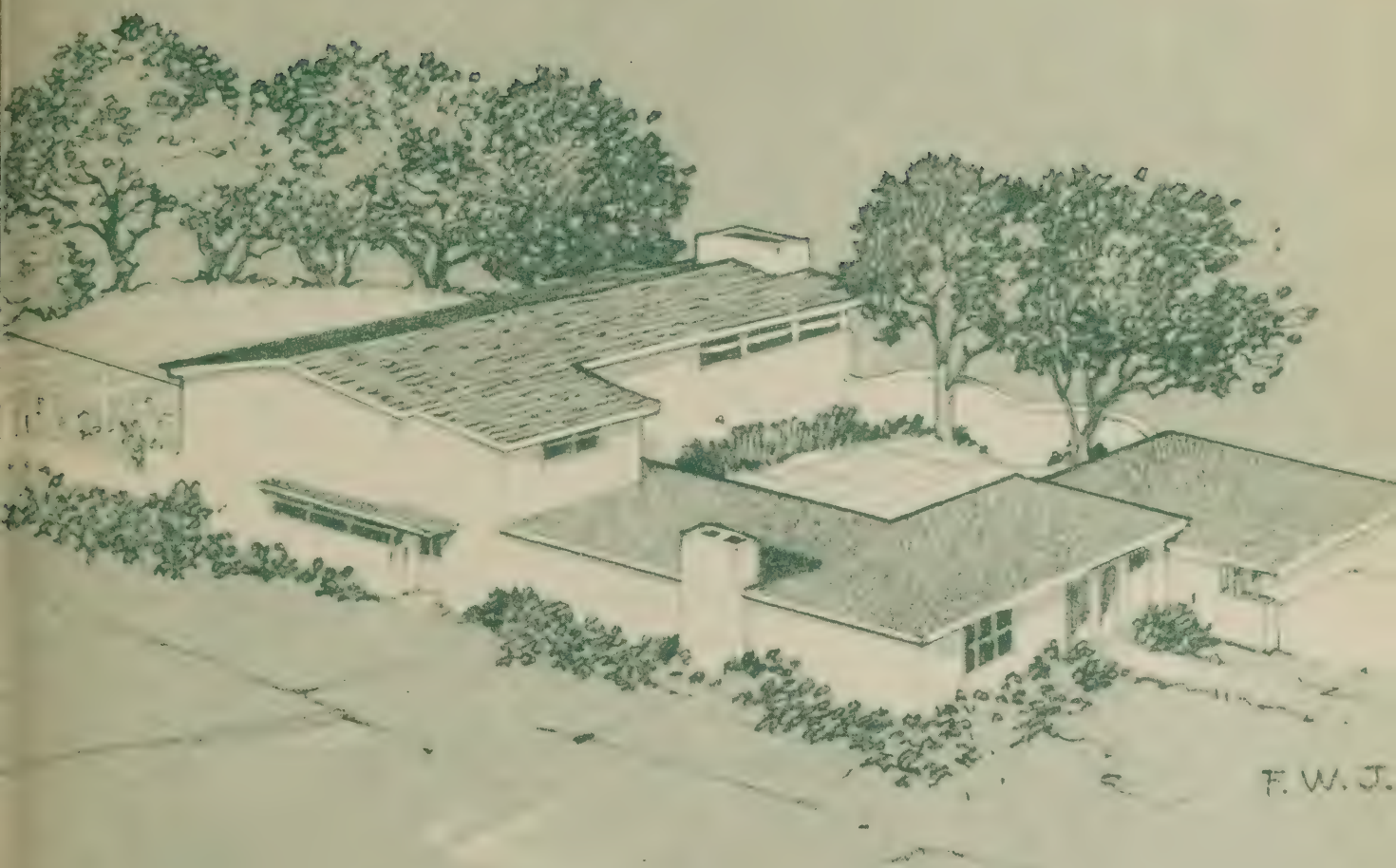
HOUSE	1300	SQ. FT.
½ GARAGE	100	" "
TOTAL	1400	" "



"RINCON CABIN"

A part-time summer home for seashore or lake should be of modest dimensions yet large enough to meet demands for entertaining. In this plan the first floor has two rooms planned for carefree comfort; a lounge with a large fireplace and a lunch room with an outside entrance, where only counter service is given, but conveniently arranged for quick service. There is also a dressing room and shower under the stairs for bathers and the second floor has an owners' bedroom and a large dormitory style sleeping-porch equipped with lockers for guests. The entire cabin walls are built of twelve inch planks painted white and on the interior of the first floor red and white predominate; the floor is red cement and a large grass mat in front of the fireside group is the only floor covering.

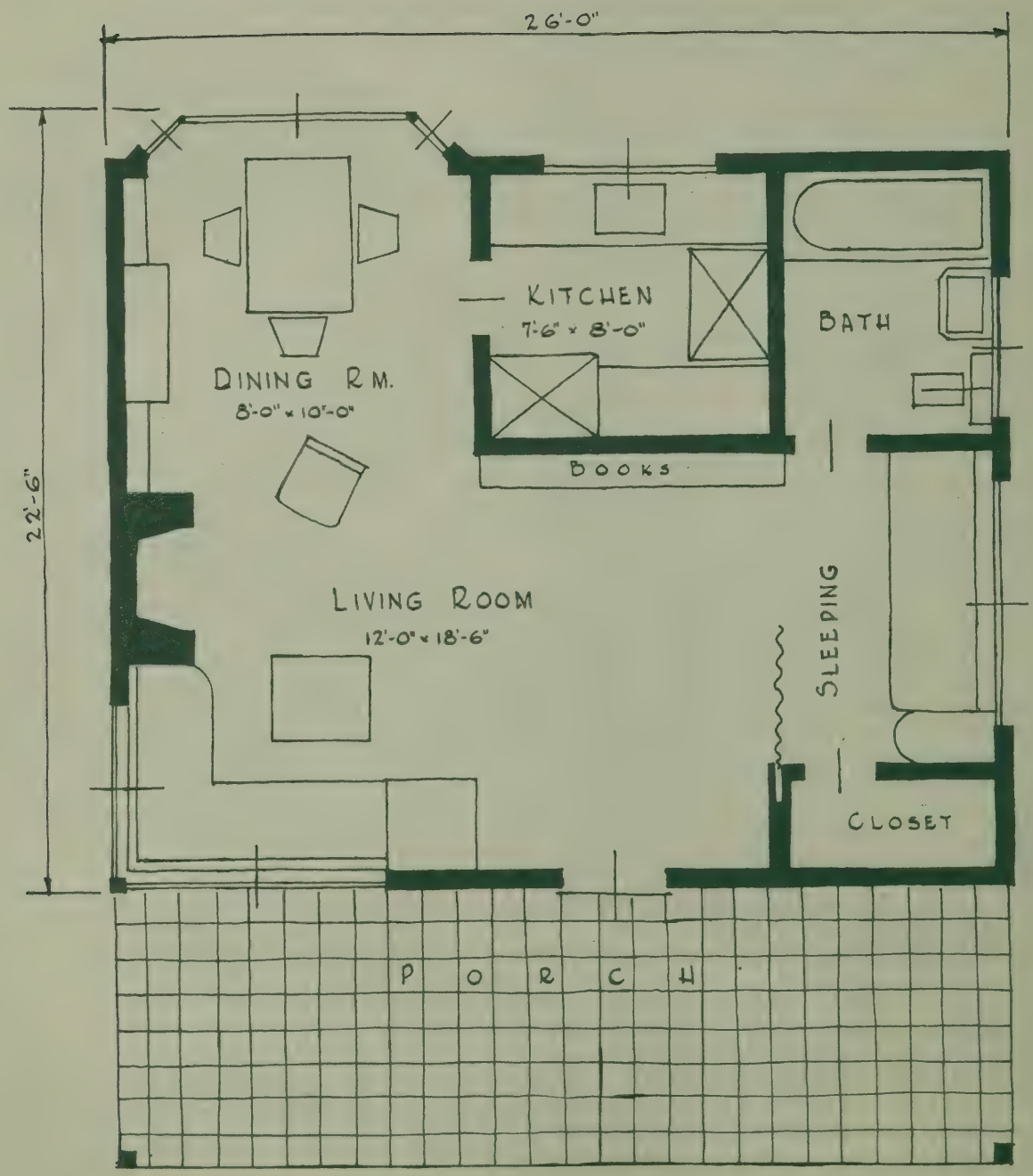

BED ROOM
12'-0" x 14'-0"
BATH
BED ROOM
14'-0" x 16'-0"
DR. RM.
CL.
CL.
HALL
BATH
LIN.
SECOND FLOOR
PORCH
DINING ALC.
11'-0" x 12'-0"
LIVING ROOM
18'-0" x 26'-0"
KITCHEN
11'-0" x 12'-0"
PATIO
52'-0"
LAUND.
ENTRY
BAR
CL.
LIBRARY
12'-0" x 14'-0"
GARAGE
12'-0" x 18'-0"
Plans Immediately Available
HOUSE 2030
½ GARAGE & PORCHES 320
2350 SQ. FT.
FIRST FLOOR
39'-0"



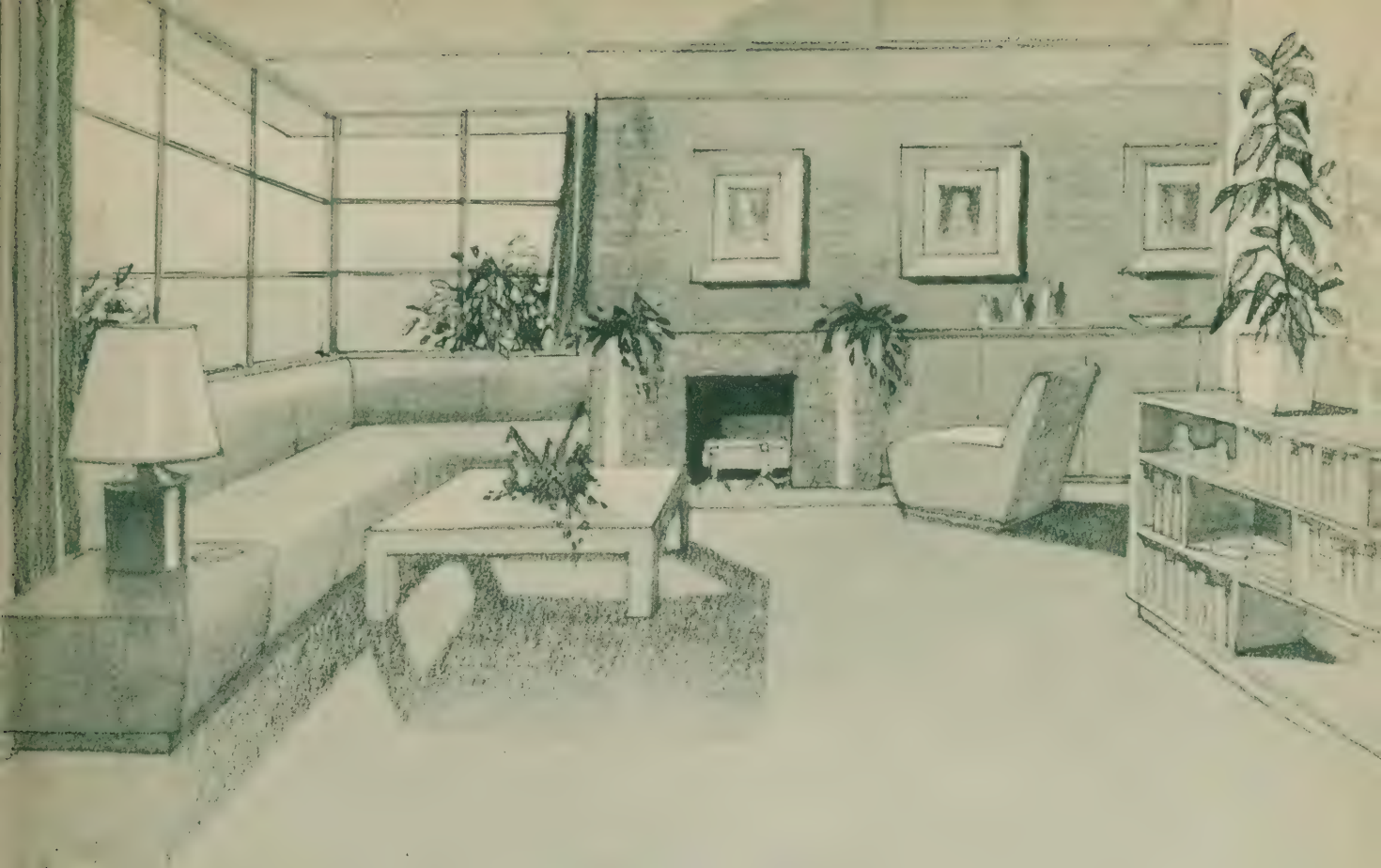
"PALOS VERDES"

Low-sweeping roof lines; more window areas; emphasis on the size and charm of the living room, together with a kitchen and bathroom selected from the prefabricator's catalog, form the pattern of the future home. Interiors will be less fussy, will employ more color and the furniture will be more practical. This is a conservative view of what to expect as modern begins to flourish.

This home is designed for a small suburban lot but the plan is arranged to give the effect of a large home in a small area. This is accomplished by the use of large window walls and the elimination of unnecessary partitions thus giving the illusion of roominess.



Plans Immediately Available

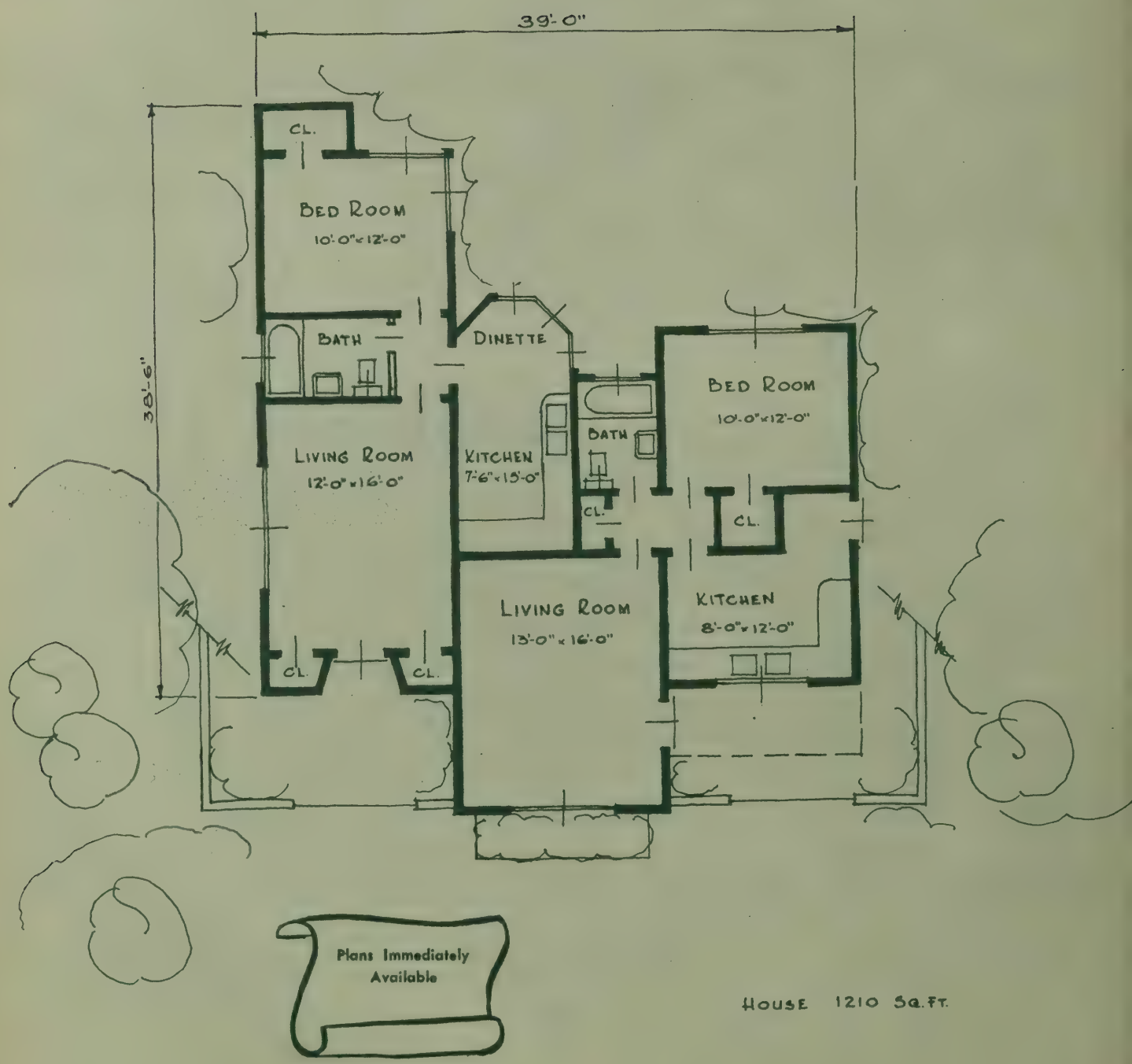


"THE STUDIO"

This is a "one-room and a bath" home and yet it has all the functions of a five room house. The living room has a dining alcove, library corner and sleeping alcove, which in the daytime is the study. The kitchen is another alcove equipped with a cupboard which looks like a radio cabinet, but which when opened up discloses a refrigerator, range, sink and storage space. Built-in furniture and the enormous low square table with plants in the center lend a permanent look to the room. The dressing room has been combined with the bath room and is carpeted the same as the leisure room. All of the clothes closets are recessed with full length mirrors on the inside of the wardrobe doors.

If well insulated, this one-room dwelling can be economically heated with electric wall heaters. The bath room is equipped with an electric body-heater three feet high and six inches wide recessed in the wall about eighteen inches above the floor.

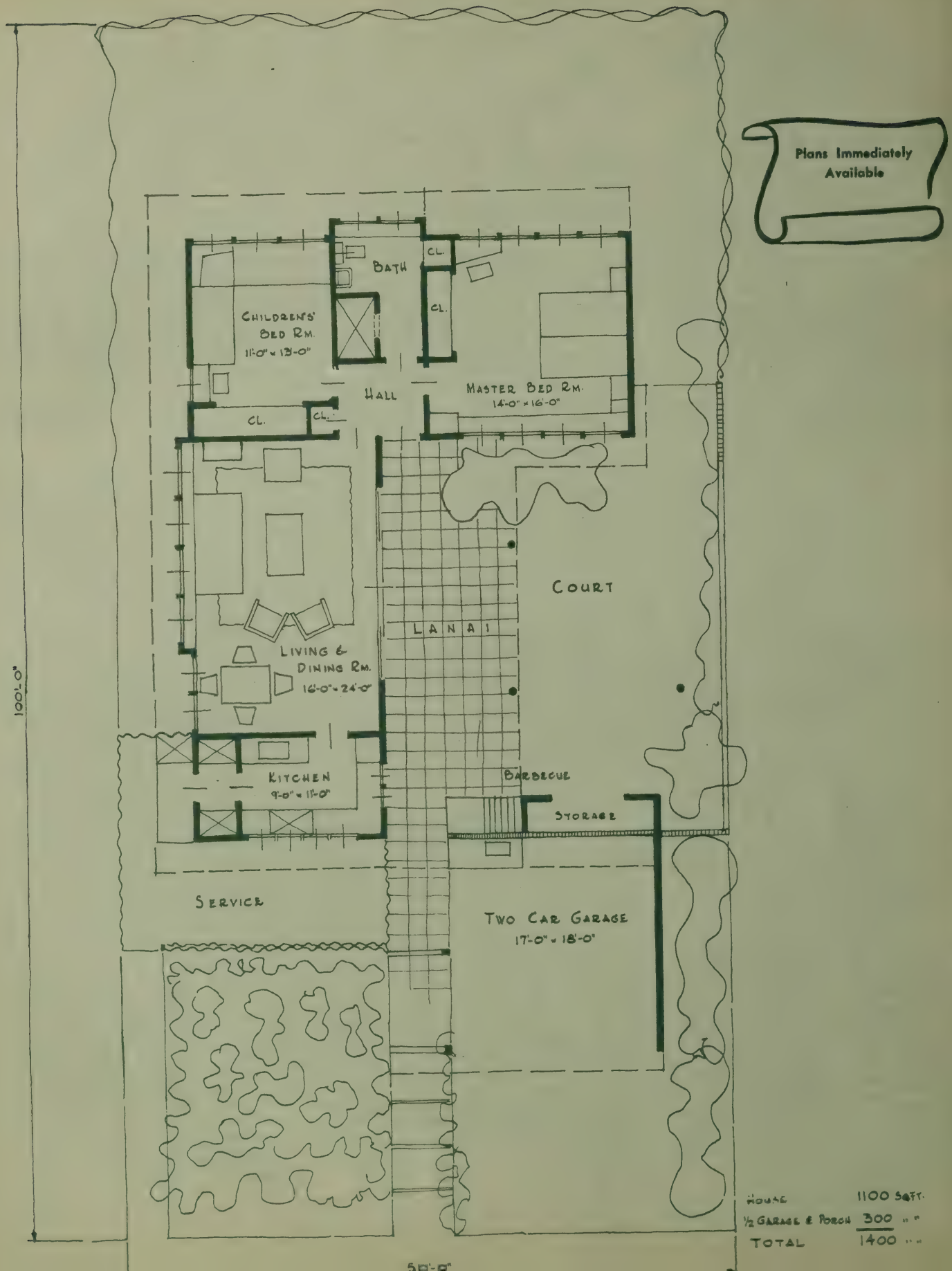
This studio-type home can be built on the rear of the property and used later as a hobby or play room, or several such units could be placed on the lot thus creating an income producing project.

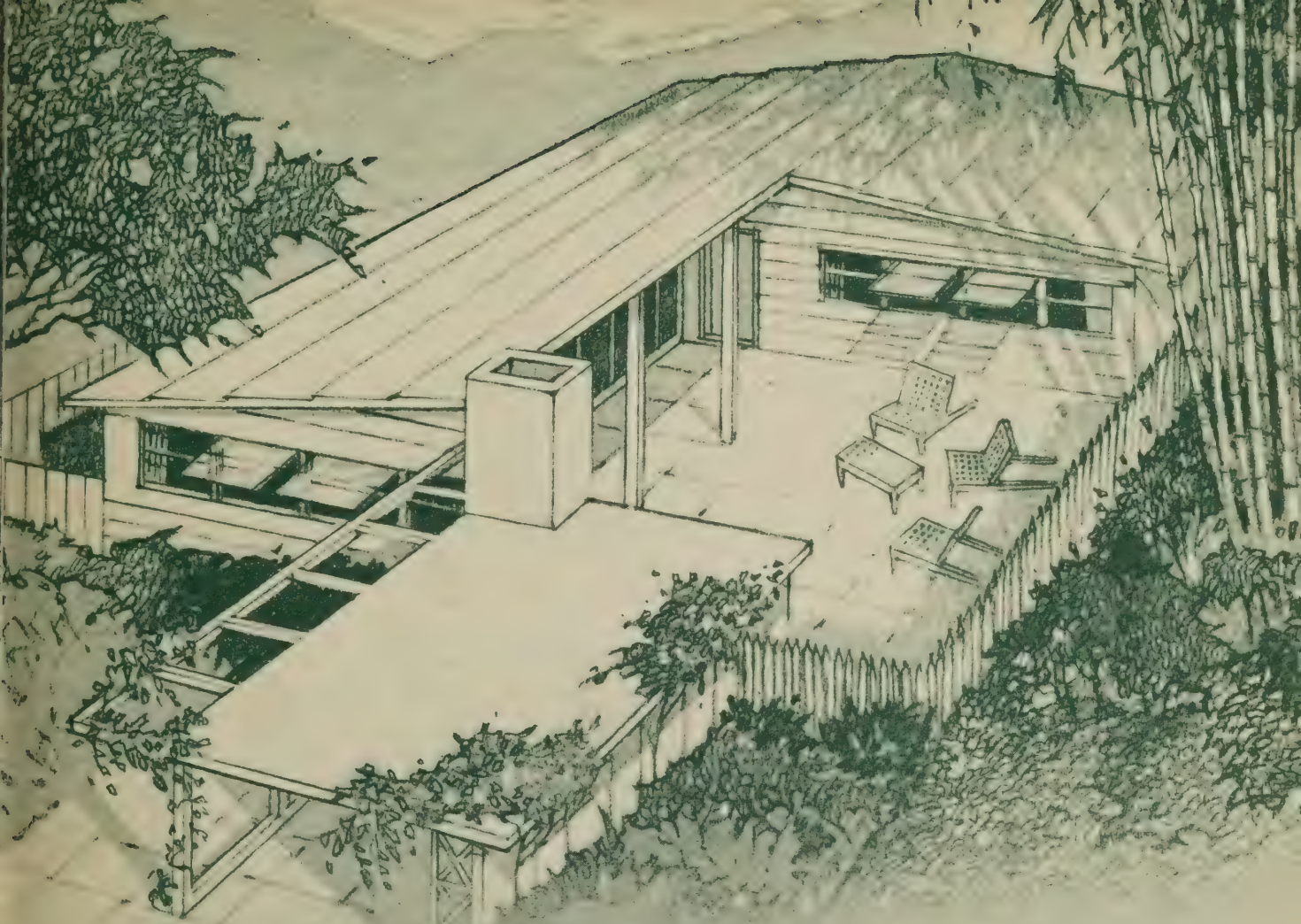


HOUSE 1210 SQ. FT.

"THE AMERIAUD DUPLEX"

Designed in a style that would fit in any section of the country, this duplex would be an asset to any neighborhood. In addition to an economical plan, the exterior has the appearance of a single family home. The exterior would be effective in channel siding or white stucco with a green shingle roof and green shutters. To keep the cost down, interior stucco on the walls and ceilings could be used effectively, especially if pleasing color schemes are invoked. For example, the living room walls and ceilings could be toned a pinkish beige with brown carpeting and the furniture in a lighter shade of brown and the small occasional chairs in coral. The bedroom could have powder-blue walls, ceiling and woodwork. a dark blue carpet and coral bedspread with white tie-back curtains.


Plans Immediately Available
Bath
Cl.
Cl.
Children's Bed Rm.
11'-0" x 13'-0"
Hall
Master Bed Rm.
14'-0" x 16'-0"
Cl.
Cl.
Court
Lanai
Living & Dining Rm.
16'-0" x 24'-0"
Kitchen
9'-0" x 11'-0"
Barbecue
Storage
Service
Two Car Garage
17'-0" x 18'-0"
100'-0"
House 1100 Sq.Ft.
½ Garage & Porch 300 " "
Total 1400 " "

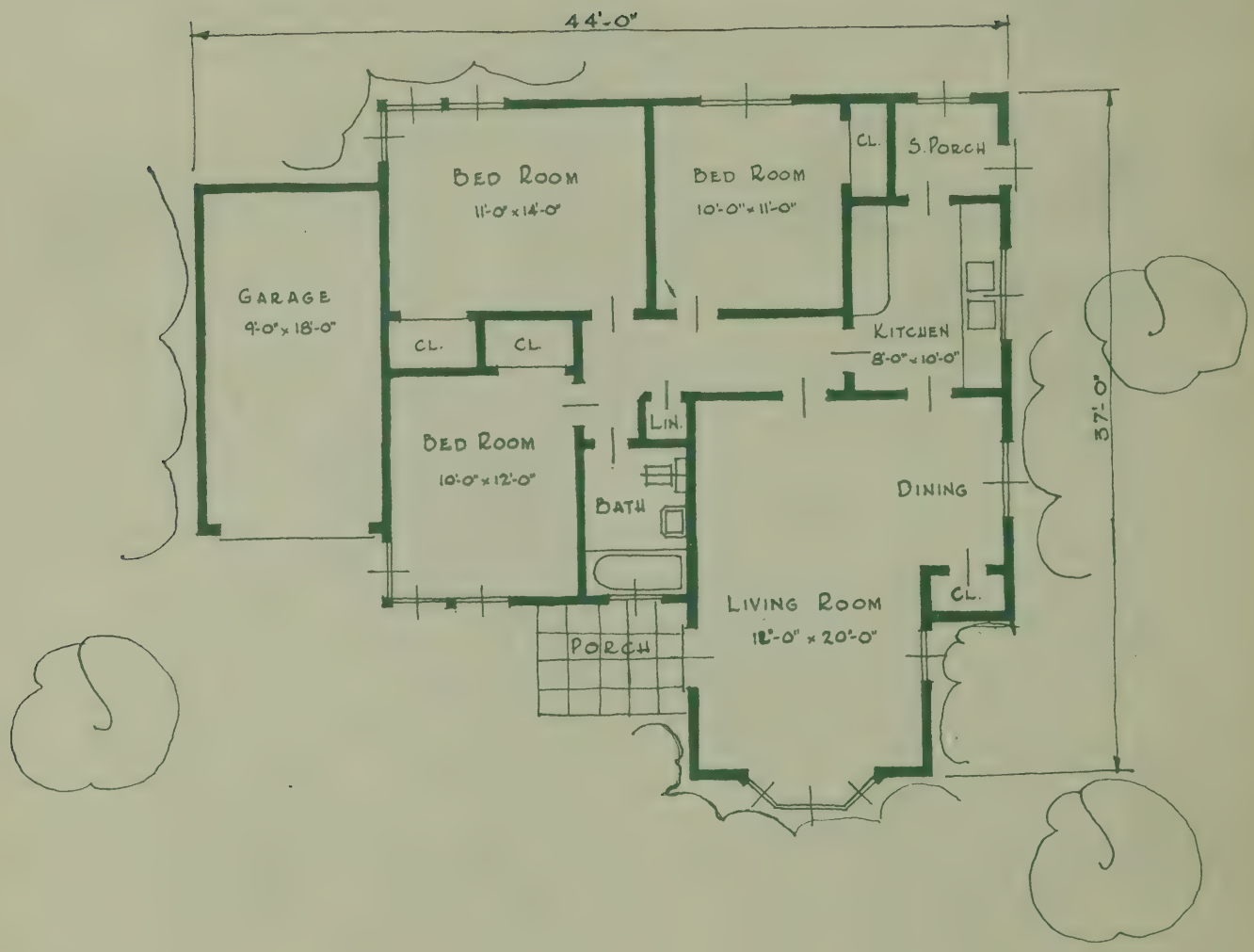


"THE LANAI"

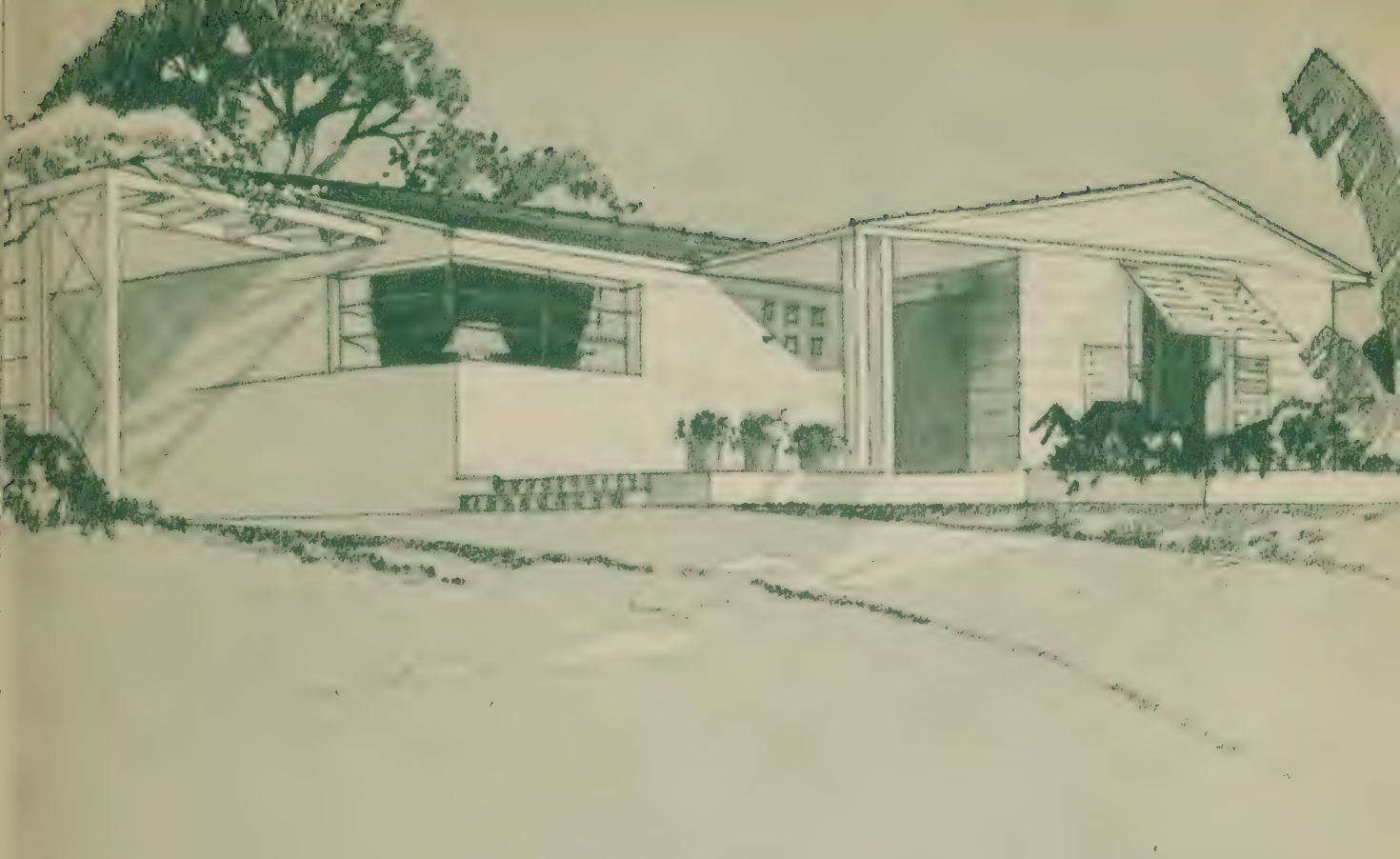
This is how an architect in Hawaii would design a small home for a tropical climate. However, it has many features that would greatly enhance living in any part of the world. It is planned as a part-time servant home with a small buffet-kitchen where the meals can be conveniently served either in the leisure room or out doors. This type of interior is especially adapted to modern furnishings with large oversize sofas and indoor plant boxes.

The leisure room with its sliding glass walls gradually flows into the lanai, which is part shade and part sunshine. The charcoal grill is the popular center for the clam bake or fish fry. When entertaining, the portable bar is rolled out of the adjacent storage closet.

Architect William Fiske, who has offices in Honolulu, in describing the materials to be used, especially mentioned the use of termite proof materials and the possibility of bright colors both inside and out.



HOUSE	1030	SQ. FT.
½ GARAGE & PORCH	110	" "
TOTAL	1140	" "



"ORANGE GROVE"

In selecting a neighborhood in which to build, seek for homes somewhat similar in size and cost, where there is a high percentage of owner-occupied dwellings, as this is the best insurance against values depreciating. This three bedroom cottage is attractive and economical to build as it contains approximately eleven hundred square feet and can be built on a fifty foot lot or even on a forty foot lot if the garage is detached. The plan provides access to all rooms from the entrance hall and in a mild climate one gas or oil space heater in the hall would heat the entire home. Another economy would be a special prepared color-mix in the last coat of plaster, thus eliminating repainting the walls for the first three or four years. You can also buy stock doors and windows complete with the frame ready to install, which saves labor on the job.

"THE CITY KITCHEN"

One of the thrills of planning a home is the creation of a modern kitchen which contains all of the latest mechanical labor-saving devices and yet retains a sociable atmosphere. This is accomplished through large areas of glass in the dining end of the room thus eliminating the dull machine-look of the all metal kitchen. First arrange the stove, sink and refrigerator so that the minimum number of steps are required to reach these appliances and then fill in the remaining space with cupboards.

The new kitchen appliances and cupboards will be manufactured in sections; you may add new parts at any time. Even the electric water heater will be table height and will have the appearance of a cupboard. A portable washing machine about 18 inches square will wash and dry clothes automatically in a bath room. The new family-size washing machines will be noiseless and many will be equipped with an electric lamp dryer which will kill all germs while drying the wash.

Smart effects can be obtained in the kitchen by using red linoleum floor, white walls and ceiling, painting the inside of the cupboards and the breakfast chairs a cherry red.

see next page

for

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